

Our Story



Our Information

2007 Utility Data

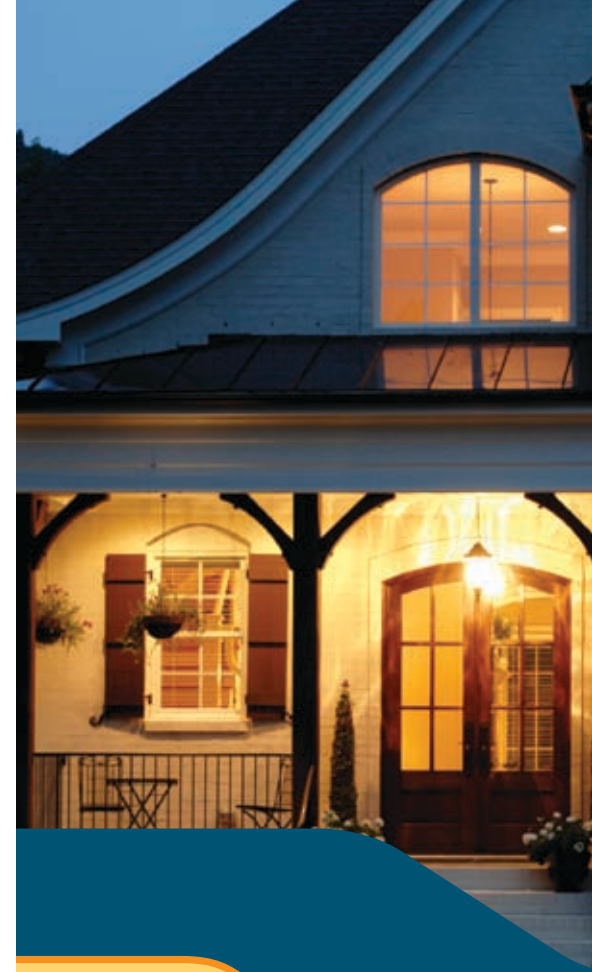
Population of Service Area (estimate)	982,000
Square Miles of Service	24,000
Total Annual MWh Sales	17,285,472
Percent of Operating Revenues by Jurisdiction	Idaho 95% Oregon 5%
Transmission Lines - Miles	4,747
Total Distribution Miles (underground and overhead)	26,394
Energy Sources	33% Hydro 39% Natural Gas & Coal 28% Purchased Power

Customers

Residential	400,637
Commercial & Industrial	62,888
Irrigation	18,126

Idaho Power vs U.S. Average Rate per kilowatt-hour (kWh)

(June 30, 2008)	Idaho Power	Average
Residential Customer	6.28¢	11.12¢
Commercial Customer	4.62¢	9.65¢
Industrial Customer	3.27¢	6.31¢



At Idaho Power, we work hard every day to bring energy to your door. We do it safely and proudly. You can rest easier knowing we are always there. Planning for the future, caring for the environment, partnering with you. Big and small. Day and night. Today and tomorrow. We are your neighbors, your friends and your family, and you can always count on us for reliable, responsible, fair-priced service.

www.idahopower.com or
www.idacorpinc.com
 (208) 388-2200 Business Offices
 (208) 388-2323 Customer Service Center
 1-800-488-6151 Customer Service Center
 P.O. Box 70, Boise, Idaho 83707
 1221 W. Idaho St., Boise, Idaho 83702.



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Our Company



Our Vision

To be regarded as an exceptional utility.

Our Values

Integrity, Safety and Respect

Our Mission

Prosper by providing reliable, responsible, fair-priced energy services, today and tomorrow.

Our Tradition

Idaho Power, established in 1916, is an electric utility engaged in the generation, transmission, distribution, sale and purchase of electric energy. Our company has approximately 2,100 employees with headquarters in Boise, Idaho.

We serve more than 484,000 customers* within a 24,000-square-mile area in eastern Oregon and southwest Idaho. With 17 low-cost hydroelectric projects as the core of our generation portfolio, our residential, business and agricultural customers pay some of the nation's lowest prices for electricity.

The company is regulated by the Federal Energy Regulatory Commission, Idaho Public Utilities Commission and Public Utility Commission of Oregon. Idaho Power also is the chief operating subsidiary of holding company IDACORP, Inc.

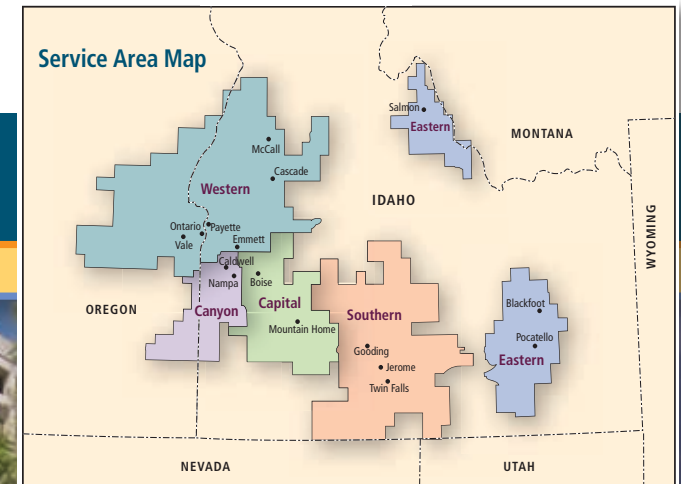
** Customer count as of June 30, 2008.*

Our Energy Future

Population growth and increasing energy consumption continue to challenge utilities nationwide. In our service area, planners estimate adding thousands of new customers annually into the year 2020.

Idaho Power's plan to ensure adequate energy supplies includes energy efficiency programs, diversifying our generation portfolio, adding transmission capacity and maintaining our important hydroelectric resources. In fact, over the next several years, we expect to invest hundreds of millions of dollars in new power line infrastructure and generation resources to provide for our energy future.

Throughout our 92-year history, our customers trusted us to power their businesses, schools, farms and homes. Today we engage their trust to build for our future.



IDAHO POWER