



Shareholder Services

Assistance in Managing Your Common Stock Account

Shareholder Services staff is available to answer all of your questions related to your MGE Energy common stock account.

- Legal registration changes
- Transfer of stock ownership
- Stock purchases
- Gift transfers
- Replacing lost dividend checks or certificates
- Account history
- Duplicate statements and IRS forms

Direct Stock Purchase and Dividend Reinvestment Plan

Through MGE Energy's convenient plan, you may directly purchase or sell shares, reinvest some or all of your cash dividends and deposit certificates for safekeeping.

Electronic Deposit of Dividends

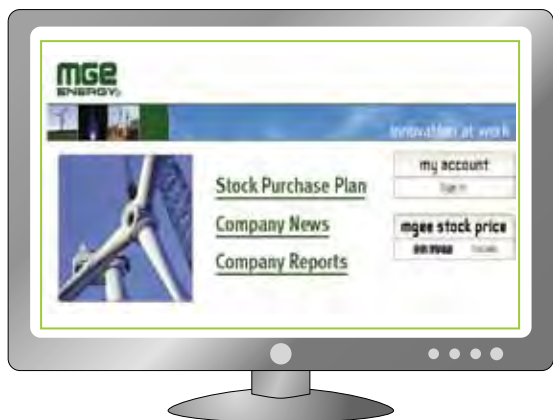
Shareholders receiving dividends in cash may have their dividends directly deposited into their bank account each payment date. This gives you immediate access to your funds and eliminates the risk of a lost check.

Electronic Debit for Optional Cash Investments

Shareholders may invest additional funds by authorizing the electronic withdrawal of a specified amount from their bank account. Automatic withdrawals are made on the first Wednesday of every month.

Investor Relations Web Site

www.mgeenergy.com



Online Account Access

Your account information is available online. Registered stockholders may log on to our secure Web site 24 hours a day, 7 days a week. The site is private and easy to use.

- View your account summary
- View your payment and other details
- Obtain duplicate tax information
- Change your mailing address
- Change your dividend options
- Sign up for direct deposit
- Sign up for automatic cash draft for stock purchases

You also have the option to receive statements and other notifications via e-mail.

When logging on for the first time, you will be asked for a security code provided by MGE Energy. Contact us with any questions.

Contact us:

Web Site

www.mgeenergy.com

E-mail

investor@mgeenergy.com

Phone

1-800-356-6423

Representatives available 8:00-4:30 (CT)
Monday-Friday (excluding holidays)

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Mail

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