

MGE Energy, Inc.
P.O. Box 1231
Madison, WI 53701-1231

DIVIDEND DEPOSIT SERVICE

We are pleased to announce a new, free service for our shareholders--direct deposit of quarterly dividends. With direct deposit of quarterly dividends, we can electronically deposit your dividends directly into your checking or savings account at a bank, savings and loan institution, or credit union on the actual dividend payment dates of March 15, June 15, September 15, and December 15 (or the next business date if the dividend payment date falls on a holiday or a weekend).

To enroll, complete the Dividend Deposit Authorization on the reverse side of this form, enclose a voided check for your checking account (write "void" across the face of a blank check) when applicable, and return the completed form to us in the enclosed postage-paid envelope.

The authorization form must be signed by all registered holders and received by us 30 days prior to the dividend payment dates. You will receive a dividend deposit advice by mail showing the amount of dividends deposited into your account.

We hope you will take advantage of this service as it will ensure you receive your money quickly and reliably while, at the same time, help us control costs. If you have questions, please contact our Shareholder Services Department in Madison at 252-4744, toll-free in Wisconsin at 1-800-362-6423, or toll-free within the United States at 1-800-356-6423.

How to Identify Your Account Information

How to locate the account number and nine-digit ABA transit routing number:

(B) Routing number is always nine digits. If credit union, the number appearing here MAY NOT be correct for direct deposit. Verify this number with your credit union representative.

Name	Address	0000
	SAMPLE	
City, State ZIP		19
	\$	
		dollars
Bank Name		
1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	0000

Number may be shown on bottom line - DO NOT include it in your account number.

(A) Account number may vary in length of digits and spaces. At the end of the account number, you will most often find a symbol of two vertical lines followed by a small solid rectangle.

Please complete information on reverse side and return in envelope provided.

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