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Big Rivers Electric Corporation Integrates into Midwest Markets *Kentucky Cooperative joins the Midwest ISO*

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Carmel, Ind. — The Midwest Independent Transmission System Operator (Midwest ISO) announced today the successful integration of Big Rivers Electric Corporation into the Midwest Energy Market operations with Midwest ISO now serving as Big Rivers' regional Balancing Authority. Big Rivers, based in Henderson, Ky., is the 34th transmission owner whose systems are integrated into Midwest ISO and the regional transmission organization's fifth new transmission-owning member since November 2009.

The Kentucky Public Service Commission approved Big River's request in November and the company completed a full integration of its 1,262-mile transmission system into the Midwest ISO shortly after midnight EST this morning. Among other benefits, the integration allows the electric generation and transmission cooperative to access one of the world's largest markets for buying and selling power, providing flexibility and cost transparency in the procurement of reserves if the need should arise.

"The Midwest ISO is pleased to begin a new partnership with Big Rivers," said President and CEO John Bear. "This move helps all members achieve greater market efficiency and validates the measurable benefits that the Midwest ISO's value proposition brings to our members and the customers they serve."

"Joining the Midwest ISO is a very important move for Big Rivers, and we're looking forward to a long and mutually beneficial partnership with the Midwest ISO and its members," said Mark A. Bailey, president and chief executive officer of Big Rivers. "Participating in the Midwest ISO promises to be the most cost-effective alternative for procuring required contingency reserves, which helps us to continue fulfilling our mission of safely delivering low-cost, reliable wholesale power to our members."

Big Rivers adds approximately 1,756 megawatts of generating capacity to the Midwest markets bringing the Midwest ISO's total market generation to more than 145,000 megawatts and total miles of transmission to 57,453.

About Big Rivers Electric Corporation

Big Rivers Electric Corporation is an electric generation and transmission cooperative headquartered in Henderson, Kentucky and owned by its three distribution cooperative members – Jackson Purchase Energy Corporation, headquartered in Paducah; Kenergy Corp., headquartered in Henderson; and Meade County Rural Electric Cooperative Corporation, headquartered in Brandenburg. These member cooperatives deliver retail electric power and energy to more than 111,000 residential, commercial, and industrial customers in portions of 22 Western Kentucky counties.

About the Midwest ISO

The Midwest ISO ensures reliable operation of, and equal access to high-voltage power lines in 13 U.S. states and the Canadian province of Manitoba. The Midwest ISO manages one of the world's largest energy markets, clearing nearly \$23 billion in energy transactions annually. The Midwest ISO was approved as the nation's first regional transmission organization (RTO) in 2001. The non-profit 501(C)(4) organization is governed by an independent Board of Directors, and is headquartered in Carmel, Ind., with operations centers in Carmel and St. Paul, Minn. Membership in the organization is voluntary. For more information, visit www.midwestmarket.org.