



An Annual Report and a New Look for Avista's Corporate Lobby

Anderson Mraz Design recently completed Avista Corp.'s 2005 Summary Annual Report. *We Answer to You* is the fourteenth such publication AMD has created for the corporation in the last seventeen years. Avista Corp. is a Spokane-based energy company involved in the production, transmission, and distribution of energy, as well as other energy-related businesses.

"Once again," said Robyn Dunlap, Project Manager at Avista, "Anderson Mraz Design took our ideas and abstracts for the annual report, came back with great, exciting design and theme concepts, then worked with us to refine the chosen concept to our satisfaction."

We Answer to You presents a series of real questions from real people – with answers from Avista's leadership – to help demonstrate the company's accountability and community-mindedness to its customers, partners, shareholders, and employees. Graphs and charts provide a more in-depth look at performance indicators, resources, and program contributions.

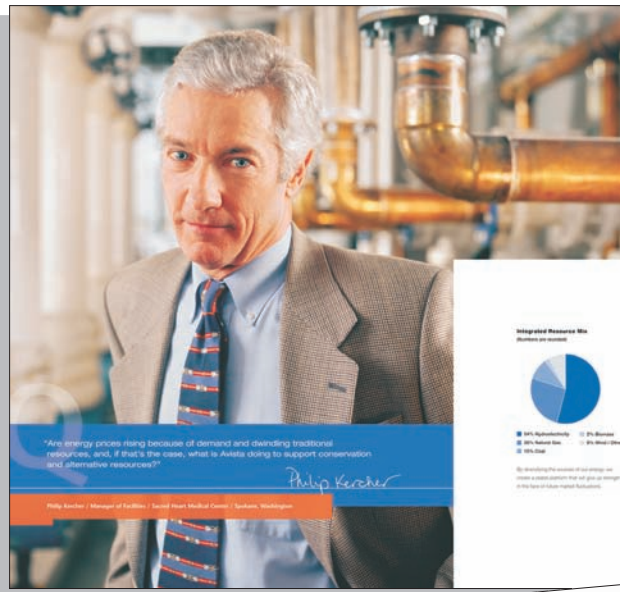
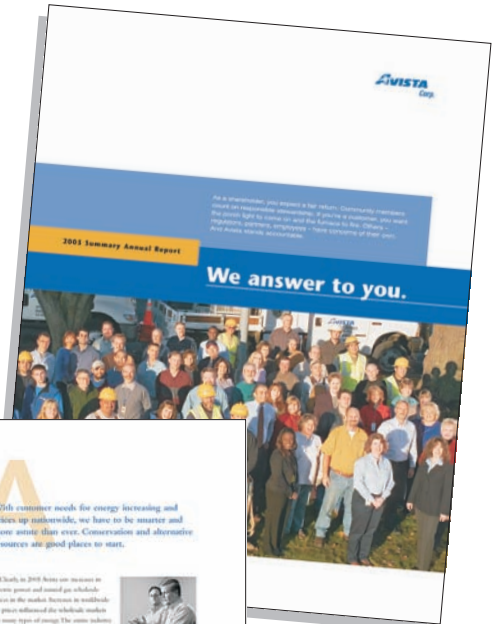
"When we hit some unexpected turbulence late in the process," continued Dunlap, "AMD adapted gracefully and helped smooth out the logistics. They're always mindful of my budget, but protective of the integrity of the project."

AMD was also tasked with the development and installation of an exhibit based on the *We Answer to You* theme. The display, located in the lobby of Avista's corporate headquarters, leverages graphics and photography from the annual report.

"It's a great opportunity – and location – to reinforce their story," said AMD founding principal and creative director CK Anderson. "To keep the message consistent, and to take advantage of the annual report assets, content was repurposed to create a compelling presentation in an area seen by employees and visitors alike."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.





As customer needs for energy increasing and prices go nationwide, we have to be smarter and more astute than ever. Conservation and alternative resources are good places to start.

Clearly in 2005 there was a need to conserve gas and natural gas schedules prices in the market because of multiple price increases. The natural gas market for many types of energy. The same industry had to pay up to conserve natural gas supply after the year's hurricane disrupted production. New pipeline facilities transportation of natural gas to meet peak demand. Eastern markets, during peak-higher in our region in our company's natural gas production. With Avista's direct energy natural gas production facilities, we do operate energy facilities and have a strategic purchasing program to manage natural gas prices for the benefit of our customers.

In 2005, generation assets owned by Avista supplied 68 percent of our customers' energy requirements, which includes our own renewable low cost alternative power plants. Going forward, Avista strives to make the most of our current resources - including promoting the use and efficiency use of energy - while expanding a responsible use of different types of available alternative resources.

The 2005 Avista integrated energy plan has set the course for natural gas supply with renewable resources, plant upgrades and conservation efforts. By 2010, we will require an additional 100 megawatts of wind power, 600 megawatts of other renewables and another 32 megawatts through upgrades to our existing generation facilities. In the same timeframe, consistent with the company's long history of planning and providing, Avista has committed to energy efficiency projects, an additional 60 megawatts of conservation included in the plan. Finally, we intend a need for 200 megawatts of coal-based generation.

Consolidated with the acquisition of a diverse supply of energy resources to Avista, from existing gas, hydro, biomass and coal-based assets to our customers by 2010, we set our goal of providing the most efficient natural gas storage and keeping Avista's energy on an average of under two hours. Taking care of today and tomorrow. That's what our customers expect.

