



Anderson Mraz Design Completes Annual Report And Exhibits For Avista

Anderson Mraz Design recently completed Avista Corp.'s 2004 Summary Annual Report. *The Nature of Energy* is the thirteenth such publication AMD has created for the energy company in the last sixteen years. A collaborative effort, writing and theme development was provided by Sharman Communications with principal photography by J. Craig Sweat.

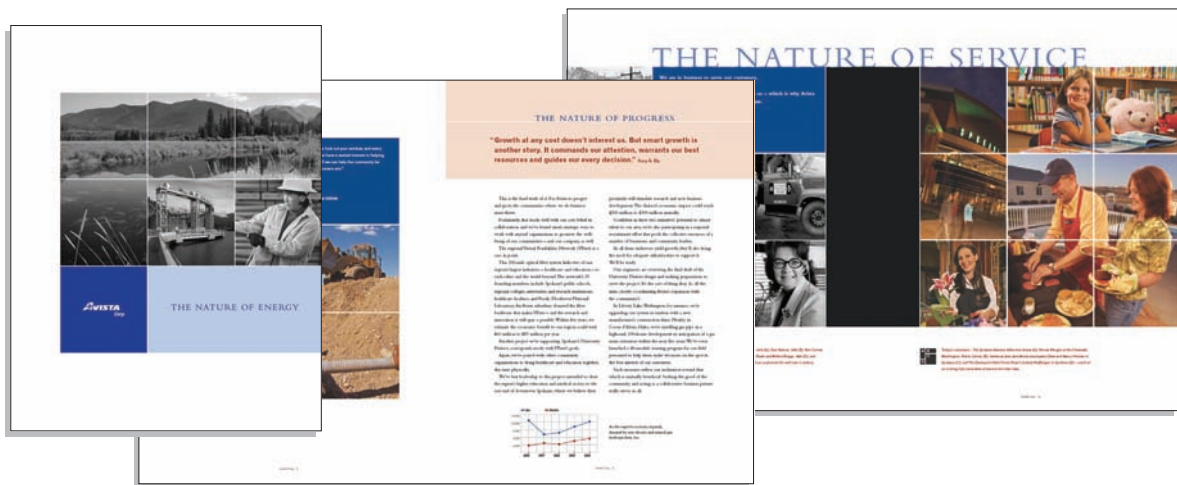
"AMD, through their long history with Avista and familiarity with our philosophy and guiding principles, has once again produced an excellent annual report," said Robyn Dunlap, Project Manager at Avista. "They've done a great job portraying our company."

Leveraging graphics and photography from the printed piece, AMD also designed an exhibit sharing the Nature of Energy theme with visitors to Avista's headquarters in Spokane, Washington.

"It's the second year we've been able to do this," said Dunlap. "The elements from the annual report translate very well into our lobby display. It makes for a welcoming and positive first impression for our visitors – and really helps demonstrate what Avista is all about."

In addition, AMD was instrumental in refreshing Avista's installation entitled "A Legacy of Innovation." What had previously been a collection of company artifacts housed in museum-like displays is now a series of wall panels representing the company's timeline. Historic milestones and archival photography remind viewers of Avista's rich heritage. "It's something our employees are particularly proud of," said Dunlap.

Founded in 1988, AMD is a full-service, multi-disciplinary 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.



2004 Annual Report



Avista Lobby

1889-1949

WASHINGTON WATER POWER
 March 13, 1889 - The Washington Water Power Company is founded.

1889 - The August & Spokane's 32-block business district was leveled by fire in just five hours. Employees attempted to save as many lights and fixtures as possible. The next day, using any kind of wire they could find, WWP employees hung the lights on anything that was left standing. The evening following the fire, the lights shined through the downtown Spokane window on all the usual firms. A tradition of innovation and service was born.

1890 - Marcus Street hydroelectric project completed.

1906-1910 - Post Falls, Little Falls and the Nine Mile Falls (shown) hydroelectric plants completed.

1910-1936 - Washington Water Power acquired 40 regional electric systems and operating units.

1922 - WWP completes the last of its Spokane River hydroelectric plants with the construction of the Upper Falls facility.

1940 - WWP receives the first of three Coffin Awards presented annually to the nation's outstanding private electric utility.

A LEGACY OF SERVICE

The exhibit panels are arranged in a row, each representing a different time period in Avista's history. From left to right, the panels are:

- 1889-1949**: Focuses on the founding of the Washington Water Power Company.
- STEWARDSHIP**: Focuses on environmental and resource management.
- 1950-1979**: Focuses on the expansion of the utility's regional systems.
- INNOVATION**: Focuses on technological advancements in power generation and transmission.
- 1980-1999**: Focuses on the utility's growth and service improvements.
- COMMUNITY**: Focuses on the utility's commitment to the communities it serves.
- 2000-2015**: Focuses on the utility's modernization and continued service.

In the center of the row is a stylized illustration of a man in a suit, representing the company's legacy of service.

Avista Legacy