



CHERYL MUNCE NAMED ADESA IMPACT PRESIDENT

September 10, 2003

DULUTH, Minn.-- ALLETE, Inc. (NYSE: ALE) announced today that Cheryl Munce has been named president of ADESA Impact, ALLETE's total loss vehicle remarketing company based in Indianapolis. Munce is currently president of ADESA Impact's sister company in Canada, Impact Canada. She succeeds Warren Byrd, who will assist during the management transition.

"With over 20 years of experience in the automotive industry, Cheryl is uniquely qualified to help us grow the total loss vehicle business," said Dave Gartzke, ALLETE President, Chairman and CEO.

Munce joined Impact Canada in 1996 as Director of Business Development. During that time, operations in Canada expanded into 12 locations in 6 provinces and Impact Canada's sales volume increased by approximately 250%.

ADESA Impact operates 29 total loss recovery auctions in North America specializing in the sale of salvage vehicles.

ALLETE's corporate headquarters are located in Duluth, Minnesota. ALLETE's holdings include ADESA, the second largest wholesale vehicle auction network in North America; AFC, the leading provider of independent auto dealer financing; Minnesota Power, a low-cost electric utility that serves some of the largest industrial customers in the United States; and significant real estate holdings in Florida. For more information about ALLETE, visit the company's Web site at www.allete.com. The statements contained in this release and statements that ALLETE may make orally in connection with this release that are not historical facts, are forward-looking statements. Actual results may differ materially from those projected in the forward-looking statements. These forward-looking statements involve risks and uncertainties and investors are directed to the risks discussed in documents filed by ALLETE with the Securities and Exchange Commission.