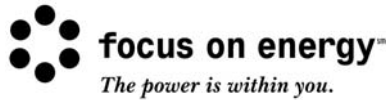


SPECIALTY MEASURES INCENTIVE APPLICATION



We Energies and Focus on Energy are partners in providing energy efficiency incentives.

Section 1: CUSTOMER INFORMATION AND PROJECT LOCATION

Company Name			
Project Contact Name		Project Contact Telephone ()	Project Contact Email
Installation Street Address (physical location)		City	State ZIP Code
Name of Electric Utility (required for installation address)	Electric Account Number (required for We Energies electric customers ONLY)	Name of Natural Gas Utility (required for installation address)	
Contractor Business Name	Contractor Contact	Contractor Telephone ()	Contractor Email

Section 2: BUSINESS TYPE (Check one)

- Restaurant
 Grocery
 Health Care
 Lodging
 Retail
 Office Building
 Place of Worship w/School (specify grades: _____)
 Place of Worship (no school)
 Educational Facility
 Local Government
 State Facility
 Federal Facility
 Dairy and Livestock
 Agricultural Processing
 Horticulture and Crops
 Pulp and Paper
 Food Processing
 Metal Casting
 Plastics
 Manufacturing Other (Specify): _____
 Other (Specify): _____

Section 3: PAYMENT INFORMATION (All information is required for payment)

Business Classification (Check ONE):
 Corporation
 Partnership
 Sole Proprietorship-Individual
 Other
 Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership _____)

Make Incentive Check Payable to:
 Company
 Corporate Name
 Business Owner's Legal Name
 (Check ONE on right and complete information below)

Company/Corporate/Business Owner's Legal Name		Attention:	
Mailing Address	City	State	ZIP Code
Company/Corporate Federal Tax ID of Payee (must be 9 digits-do not list tax exempt number) ____ - _____	OR	Social Security Number of Business Owner (if no Federal Tax ID #) ____ - ____ - _____	

Certification: The following certifications are required in order for this form to substitute for the IRS form W-9:

- The number shown on this form is the correct taxpayer identification number.
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. citizen (includes a U.S. resident alien).

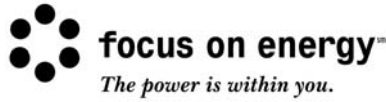
Section 4: CUSTOMER SIGNATURE

The undersigned agrees that the stated energy efficient measure(s) was (were) installed at the address listed above as part of the Focus on Energy and We Energies Programs. I have read and agree to the Terms and Conditions listed on the back of this application. To the best of my knowledge, the statements made on this application are correct, and I have submitted the appropriate supporting documentation to receive an incentive.

Company Representative (Print)	Signature	Date
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FORM SUBMITTAL: Return signed, completed form and ITEMIZED invoice within 30 calendar days of installation to Energy Incentives from We Energies, P.O. Box 304, Port Washington, WI 53074. Direct inquires to 888-603-5519.

**SPECIALTY MEASURES
INCENTIVE APPLICATION**



Company Name _____ Installation Address _____

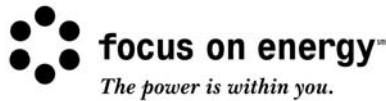
SPECIALTY MEASURES INCENTIVE APPLICATION					
	Measure		Quantity Installed	Incentive per Unit	Incentive
GROCERY/ Convenience Stores	Anti-Sweat Heater Controls	for Freezer Case	___ Standard ___ Low-Heat ___ No-Heat	\$40 per Door	
		for Cooler Case	___ Standard ___ Low-Heat ___ No-Heat	\$40 per Door	
	Efficient Reach-In Case Doors	for Freezer Case Door	___ Low-Heat Doors	\$50 per Door	
			___ No-Heat	\$100 per Door	
		for Cooler Case Door	___ # of No-Heat Doors	\$10 per Door	
	LED Refrigerated Reach-in Case Lighting		___ # of Doors converted to LED	\$25 per Door	
Efficient Fan Motors Replacing Shaded Pole Motors in Reach-In Freezer or Cooler Case		___ # of ECM Motors	\$30 per Motor		
		___ # of PSC Motors	\$15 per Motor		
	Beverage Cooler Controls		___ # of Beverage Coolers Controlled	\$60 per Cooler	
LODGING	Guestroom Energy Management Controls		___ # of Rooms		
			System Controlled: ___ PTAC with Electric Heat ___ PTAC with other heat option* ___ PTHP* ___ Water Source Heat Pump* ___ Fan Coil*	\$75 per Room	
ALL MARKETS	ENERGY STAR® Vending Machines		___ # of Machines <input type="checkbox"/> Software Activated	\$100 per Machine	
	Vending Machine Controls		___ # of Snack Machines controlled	\$15 per Snack Machine controlled	
			___ # of Cold Beverage Machines controlled	\$60 per Cold Beverage Machine controlled	
PC Network Energy Management		___ # of PCs	\$6 per PC controlled		
Installation Date: _____					TOTAL INCENTIVE REQUESTED: \$

* *Additional Guestroom Energy Management Control Information Needed:*
 For PTAC with other heat option and PTHP:
 Average cooling capacity of units being controlled: _____ COP (PTHP) _____ EER _____
 Heating option included: _____
 For Water Source Heat Pump and Fan Coils:
 Heating Source Type (i.e., Boiler) _____ Heating System Efficiency: _____
 Cooling Source Type (i.e. Chiller) _____ Cooling System Efficiency: _____

Program Approval	Date

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SPECIALTY MEASURES INCENTIVE APPLICATION



SPECIALTY MEASURES REQUIREMENTS:

A. Anti-Sweat Heater Controls

1. Grocery, convenience and other retail stores with refrigerated or frozen food display case doors served by qualifying utilities are eligible for this incentive. Check the Focus on Energy Web site at focusonenergy.com to verify eligibility.
2. Include brand name and model number of control unit that is installed on invoice.
3. Install equipment that senses the relative humidity in the air outside of the display case and reduces or turns off the glass door (if applicable) and frame anti-sweat heaters at low humidity conditions.
4. Use one form for each store location. Do not include multiple store locations, even if installed as a group. If an invoice includes more than one store, please include a copy for each store location and application.
5. Only controllers installed on "standard efficiency" refrigerated case doors, with door, frame and mullion heaters, qualify for this incentive. Installation of controllers on "low energy" or "no heat" doors do not qualify. Contact Focus on Energy for other incentives available for the installation of these systems.

B. Efficient Reach-in Case Doors

1. Grocery, convenience and other retail stores served by qualifying utilities with refrigerated or frozen food display case doors are eligible for this incentive.
2. Include brand name and model number of installed door on invoice.
3. Use one form for each store location. Do not include multiple store locations, even if installed as a group. If an invoice includes more than one store, please include a copy for each store location and application.
4. For refrigerated case applications, only no-heat doors qualify; low-heat doors are not eligible. Both no-heat and low-heat doors qualify if used on freezer cases.

C. LED Refrigerated Reach-In Case Lighting

1. Grocery, convenience and other retail stores with refrigerated or frozen food display case doors served by qualifying utilities are eligible for this incentive.
2. Incentives are available for retrofits in existing refrigerated display cases and for new installations. Retrofit projects must completely remove the existing fluorescent fixture end connectors and ballasts to qualify (wiring may be reused).
3. Invoice must include brand name and model number of LED lighting system installed.
4. Use one form for each store location. Do not include multiple store locations, even if installed as a group. If an invoice includes more than one store, please include a copy for each store location and application. Please enter the quantity of doors converted to LED lighting, not the number of fixtures.

D. Efficient Reach-In Case Fan Motors

1. Grocery, convenience and other retail stores served by qualifying utilities with refrigerated or frozen food display case doors are eligible for this incentive.
2. Include brand name and model number of installed motor on invoice.
3. Incentives are available for ECM (electronically commutated motor) and PSC (permanent split capacitor) fan motor retrofits in existing refrigerated display cases and for new installations. New PSC motors must replace shaded pole (S-P) motors. New ECM motors may replace either S-P motors or PSC motors.
4. Use one form for each store location. Do not include multiple store locations, even if installed as a group. If an invoice includes more than one store, please include a copy for each store location and application.

E. Beverage Cooler Controls

1. Grocery, convenience and other retail stores served by qualifying utilities with stand-alone cold beverage coolers are eligible for this incentive.
2. Include brand name and model number of installed control system on invoice.
3. Controls must include a passive infrared occupancy sensor to turn off fluorescent lights and compressor when surrounding area is unoccupied for preset length of time. Control should periodically power up machine at intervals to maintain product temperature and provide compressor protection.
4. Use one form for each store location. Do not include multiple store locations, even if installed as a group. If an invoice includes more than one store, please include a copy for each store location and application.

F. Guest Room Energy Management (GREM) Controls

1. Must be a lodging business.
2. The incentive is for occupancy-based guest room energy management controls.
3. Occupancy control may be key-activated or sensed due to motion or body heat and must control the HVAC system serving the room. Front Desk Only is not included in this incentive offering.
4. Please indicate type of equipment being controlled and answer related questions as indicated.

G. PC Network Energy Management

1. Must provide invoice for materials, and incentive is limited to 50 percent of project costs.
2. Must report the number of PCs to be controlled using the energy management software.
3. Must provide the results of the evaluation of the software on a representative number of PCs to monitor and document the potential for energy savings within the partner's facility. This representative number of PCs shall not be fewer than 10 percent of the total number to be controlled or 5 percent for installations expected to impact more than 1,000 PCs.
4. Must certify that policies and procedures are in place to ensure that the installed software remains in place and continues to control the PCs on the network. Focus on Energy reserves the right to review software server records to assess the ongoing effectiveness of the installation.

H. ENERGY STAR® Vending Machines

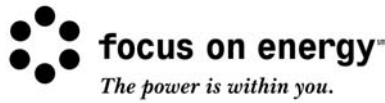
1. Incentives are paid to owner of equipment. Invoice must indicate equipment manufacturer, model and serial number. Qualifying Wisconsin address of where unit is to be installed must be indicated on application or invoice.
2. Invoice paid once per equipment piece as determined by serial number. Program may periodically verify placement of equipment based on information provided.
3. A list of qualifying models can be found at www.energystar.gov/ia/products/prod_lists/vending_prod_list.pdf.

I. Vending Machine Controls

1. Incentives are paid to owner of equipment. Invoice must indicate equipment manufacturer, model and serial number. Qualifying Wisconsin address of where unit is to be installed must be indicated on application or invoice.
2. Controls must include a passive infrared occupancy sensor to turn off fluorescent lights and compressor when surrounding area is unoccupied for 15 minutes or longer. Control should periodically power up machine at two-hour intervals to maintain product temperature and provide compressor protection.
3. Control for refrigerated vending machines is for machines containing only non-perishable bottled and canned beverages only.

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**SPECIALTY MEASURES
INCENTIVE APPLICATION**



ELIGIBILITY

These incentives are offered by Focus on Energy and We Energies to qualifying retail electric service customers including commercial, industrial, local government, agricultural and schools with locations in Wisconsin. Check the Focus on Energy Web site at focusonenergy.com to verify eligibility.

TERMS AND CONDITIONS

- 1) **Incentive Offer:** We Energies projects must be implemented and submitted no later than Nov. 30, 2008. An original signed application and invoices for materials and labor must be submitted to Energy Incentives from We Energies, P.O. Box 304, Port Washington, WI 53074. Projects implemented between Dec. 1 and Dec. 31, 2008 should submit applications to Focus on Energy, Business Programs Incentives, 431 Charmany Drive, Madison, WI 53719.
- 2) **Proof of Purchase:** This application must have complete information and be submitted with an invoice itemizing the *new equipment* purchased. The invoice must indicate date of purchase, the size, type, make, model, serial number, part number, and/or equipment manufacturer (OEM) specification sheets. The signed application and invoices for materials and labor must be sent to the address at the bottom of this form.
- 3) **Compliance:**
 - a) All projects are expected to comply with federal, state and local codes.
 - b) All equipment must be new (with the exception of surveys, audits and service buydowns). Used or rebuilt equipment is not eligible for incentives. Existing equipment must be removed.
 - c) Equipment must meet specification requirements and be purchased and operating prior to submitting an incentive application form.
 - d) Only one incentive will be granted for each project. We Energies incentives will be paid directly to the end-use customers only.
- 4) **Payment:** Once completed paperwork is submitted, incentive payments are usually made within 30 calendar days. Incomplete applications will either delay payments or be denied. Focus on Energy and We Energies reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures.
- 5) **Evaluation:** Any customer receiving an incentive check may be contacted by an evaluator to verify service/equipment installation or be asked to complete a customer survey
- 6) **Inspection:** Program staff may conduct an inspection of the facility to survey the installed projects.
- 7) **Publicity:** Focus on Energy and We Energies reserves the right to publicize your participation in this program, unless you specifically request otherwise.
- 8) **Program Discretion:** Incentives are available on a first-come, first-served basis. This offer is subject to change or termination without notice at the discretion of the We Energies and Focus on Energies programs.
- 9) **Logo Use:** Customers or allies may not use the Focus on Energy or We Energies name or logos in any marketing, advertising or promotional material without prior written permission.
- 10) **Disclaimers:** Focus on Energy and We Energies
 - a) Does not endorse any particular manufacturer, product, labor or system design by offering these programs;
 - b) Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
 - c) Does not expressly or implicitly warrant the performance of installed equipment or contractor's quality of work (contact your contractor for detailed warranties);
 - d) Is not responsible for the proper disposal/recycling of any waste generated as a result of this project; and,
 - e) Is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.

INCENTIVE LIMIT:

Purchase and install qualifying equipment and receive an energy efficiency incentive of up to \$25,000 per project. An incentive exceeding \$25,000 must receive written approval BEFORE project installation.¹

CASH INCENTIVES

Cash incentives are available for the following technologies. Specific requirements for each technology are listed on their respective incentive application.

Lighting	HVAC	Electric Chiller
Food Service Measures	Dairy and Livestock	Green House
New Construction	Green House	Energy-Efficient Repulper Rotor
Specialty Measures: anti-sweat heater controls, LED refrigerated case lighting, guest room energy management controls (GREM), PC network management, vending machines and controls.		
Service Buydowns: natural gas heating equipment, steam traps, and chillers.		
Rotary: motors, variable frequency drives, compressed air studies, compressed air leak Survey, VSD-equipped air compressor.		

¹ There is a maximum limit of \$500,000 per corporate Tax ID per year for all Focus on Energy incentives among all custom or prescriptive applications.

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