

for immediate release

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**168,000 Utility Customers to Benefit from State's
Energy Efficiency and Renewable Energy Program**

- Wisconsin Public Power Inc. Joins Focus on Energy -

MADISON, Wis. (January 2, 2008) – Approximately 168,000 electric utility customers who are served by members of Wisconsin Public Power Inc. (WPPI) will benefit from the state's energy efficiency and renewable energy program. WPPI has joined Focus on Energy, a statewide initiative to help utility customers reduce their energy use and install cost effective energy efficiency and renewable energy projects.

“We welcome WPPI's 41 Wisconsin utilities into Focus on Energy and encourage all 168,000 customers to take full advantage of the benefits available through the program,” said Dan Ebert, Chairperson of the Public Service Commission of Wisconsin (PSC), the agency that manages Focus on Energy. “By following Focus on Energy's lead, Wisconsin utility customers can help create a healthier environment, protect our natural resources and help reduce emissions that contribute to global warming – all while lowering their monthly utility bills. It is truly a win-win opportunity.”

WPPI and its members have been aggressively pursuing energy efficiency and have joined Focus on Energy to take advantage of the experience and expertise accessible through the program. As a result, WPPI's Wisconsin customers will be able to participate in the different programs under Focus on Energy. These include, but are not limited to:

- Business customers will be able to reduce operating costs, increase their bottom line and improve productivity and employee and customer comfort. To date, businesses that have worked with Focus have saved more than \$100 million in annual energy costs.
- Residential customers will be able to join the ranks of the 834,000 Wisconsin residents who have already worked with Focus to integrate energy efficiency into their remodeling projects and newly-built homes. They will also reap the benefits of increased availability of ENERGY

168,000 UTILITY CUSTOMERS TO BENEFIT FROM STATE'S ENERGY EFFICIENCY AND RENEWABLE ENERGY PROGRAM

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STAR qualified products. To date, Wisconsin residents have saved more than \$59 million in annual energy costs.

- Focus' Renewable Energy Program will help business and residential customers harness energy from sunlight and wind. Already more than 48 million kilowatt-hours (kWh) and 3 million therms have been produced as a result of the program. That's enough energy to power more than 8,000 homes per year.
- Focus will help eligible customers who have a limited income reduce their energy bills while increasing the comfort and safety of their homes. Since 2001, eligible participants of this program have saved more than \$620,000 on utility bills.

“WPPI's increased participation in the Focus on Energy Programs is one example of the increased commitment we are making to address rising energy costs and increasing concerns about the environment,” said WPPI President and CEO Roy Thilly. “We know the smartest and most cost-effective action is to take aggressive steps to conserve. This arrangement will provide WPPI member utility customers in Wisconsin with access to a variety of important and effective conservation incentives, while at the same time allowing our members to supplement Focus on Energy programs at home, with their own Commitment to Community dollars.”

Participants in Focus on Energy have saved 1.2 billion kWh and more than 63 million therms of energy since 2001 – enough energy to meet the electricity needs of a town the size of Oconto Falls for more than 119 years.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call (800) 762-7077 or visit focusonenergy.com.

About Wisconsin Public Power Inc.

WPPI is a nonprofit electric utility with annual revenues of \$295 million, assets totaling \$559 million and a portfolio of valuable transmission and power supply contract rights. It is WPPI's mission to secure and maintain a diverse and reliable power supply portfolio, including renewable resources, to meet the long-term electric needs of members and their customers; and to help member utilities provide excellent service to customers at competitive rates. For more information, call (800) 255-9774, or visit www.wppisys.org.

**The following WPPI member utilities are now eligible to participate in
Focus on Energy**

Algoma Utilities	New Holstein Utilities
Black River Falls Municipal Utilities	New London Utilities
Boscobel Utilities	New Richmond Utilities
Brodhead Water & Light	Oconomowoc Utilities
Cedarburg Light & Water	Oconto Falls Municipal Utilities
Columbus Water & Light	Plymouth Utilities
Cuba City Light & Water	Prairie du Sac Utilities
Eagle River Light & Water Utility	Reedsburg Utility Commission
Evansville Water & Light	City Utilities of Richland Center
Florence Utilities	River Falls Municipal Utilities
Hartford Electric	Slinger Utilities
Hustisford Utilities	Stoughton Utilities
Jefferson Utilities	Sturgeon Bay Utilities
Juneau Utilities	Sun Prairie Water & Light
Kaukauna Utilities	Two Rivers Water & Light
Lake Mills Light & Water	Waterloo Utilities
Lodi Utilities	Waunakee Utilities
Menasha Utilities	Waupun Utilities
Mount Horeb Utilities	Westby Utilities
Muscoda Utilities	Whitehall Electric Utility
New Glarus Light & Water	

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