



focus on energysm

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..... **for immediate release**

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Focus on Energy Welcomes Clark Electric Cooperative

- Clark Electric Cooperative to participate in Focus on Energy Programs -

MADISON, Wis. (January 5, 2009) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that Clark Electric Cooperative officially became a program member beginning January 1, 2009. The utility serves approximately 8,800 members in Clark, Chippewa, Jackson, Marathon, Taylor and Wood counties.

“I welcome Clark Electric Cooperative into Focus on Energy and am delighted its customers will be able to benefit from the services the program offers,” said Eric Callisto, Chairperson of the Public Service Commission of Wisconsin, the agency that manages the state’s Focus on Energy Program. “Clark Electric Cooperative’s decision to participate in Focus on Energy will result in a healthier environment for Wisconsin and will provide options for its customers to make sound energy decisions.”

Clark Electric Cooperative will participate in the Business, Residential and Renewable Energy offerings under the Focus on Energy umbrella. The benefits of participating include:

- Business Programs that help manufacturers, commercial businesses, farmers, schools and local governments reduce operating costs, increase their bottom line and improve productivity and employee and customer comfort. The programs offer technical expertise, training and financial incentives to help implement innovative energy management projects.
- Wisconsin ENERGY STAR[®] Homes, Home Performance with ENERGY STAR and Apartment & Condo Efficiency Services Programs that encompass new and existing homes, multi-family construction and remodeling projects for all types of residential dwellings. These programs help homeowners and landlords integrate energy improvements into their remodeling projects, as well as deliver newly-built homes, apartments and condominiums that are comfortable, safe, durable and energy efficient.
- Lighting and appliance programs that increase the availability of ENERGY STAR qualified products ranging from compact fluorescent light bulbs to heating and cooling equipment. These efforts deliver lower energy bills for residents and businesses and increased sales for retailers and contractors.
- Renewable Energy Programs that help residents and businesses harness energy from sunlight, wind and organic materials.
- Targeted Home Performance that reduces energy bills while increasing comfort and safety for income-qualified participants.

“The Focus on Energy program coupled with the Cooperative’s demand side management options provide our members with the tools needed to be proactive in managing their energy costs,” said Tim

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Stewart, General Manager/CEO of Clark Electric Cooperative. “The Focus on Energy Program is one more avenue that our membership can utilize to help with energy conservation and efficiency.”

For more information about Focus on Energy and its energy saving programs, call (800) 762-7077 or visit focusonenergy.com.

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 be 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.

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