



**focus on energy**<sup>sm</sup>

*The power is within you.*

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

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**Focus on Energy Welcomes Pierce Pepin Cooperative Services**  
*- Pierce Pepin Cooperative Services 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 Pierce Pepin Cooperative Services officially became a program member beginning January 1, 2009. The utility, located in Ellsworth, Wis., serves approximately 6,500 electric members throughout most of Pierce County and portions of Pepin, St. Croix and Buffalo counties.

“I welcome Pierce Pepin Cooperative Services 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. “Pierce Pepin Cooperative Services’ 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.”

Pierce Pepin Cooperative Services 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<sup>®</sup> 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.

“Pierce Pepin Cooperative Services, together with Dairyland Power Cooperative, our wholesale power supplier, has been a leader in energy conservation, efficiency and demand-side management efforts for

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many years. Participating in Focus on Energy will provide our members with additional opportunities to reap the benefits of energy efficiency and renewable energy,” said Larry Dokkestul, President and CEO for Pierce Pepin Cooperative Services. “We’re confident our new partnership will help us build stronger communities and a healthier environment.”

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

**About Pierce Pepin Cooperative Services**

Pierce Pepin Cooperative Services is an energy services cooperative located in Ellsworth, Wisconsin, offering electric utility and appliance products and services to homes and businesses. PPCS also offers propane products and services through its subsidiary, Pierce Pepin Propane Services. As a Touchstone Energy Cooperative, Pierce Pepin Cooperative Services is committed to excellence, innovation and integrity, and is dedicated to helping its communities live better. For more information, call 1-800-924-2133 or visit [www.piercepepin.com](http://www.piercepepin.com).

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