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Wisconsin's Focus on Energy Program Recognized with National Award

- Renewable Energy Site Assessment Service was chosen for demonstrating a measurable positive impact that is replicable and innovative -

MADISON, Wis. (Oct. 22, 2008) – Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, was awarded with the Interstate Renewable Energy Council's (IREC) 2008 Innovation Award on Oct. 13, 2008. The award recognizes state and local governments, schools, nonprofit organizations and community groups that have implemented innovative projects during the past year that promote and accelerate the adoption of renewable energy technologies. Focus on Energy was recognized for its Renewable Energy Site Assessment Service, which was chosen for demonstrating a measurable positive impact that is replicable and innovative.

“We're very proud of our Renewable Energy Site Assessment Service, so we were thrilled to accept this award,” said Don Wichert, program director for Focus on Energy's Renewable Energy Program. “It is my hope this recognition will bring more attention to this service, as it's an excellent resource for anyone considering renewable energy. For many the idea of implementing a renewable energy system is overwhelming; however, our site assessments can help them decide whether a renewable energy system is right for their particular circumstances.”

What is the Renewable Energy Site Assessment Service?

The Site Assessment Service is a combination of workforce development, consumer education, and the Renewable Energy Program sharing the end goal of facilitating the installation of clean energy solutions for the people of Wisconsin. Focus on Energy created the Renewable Energy Site Assessment Service in partnership with the Midwest Renewable Energy Association (MREA). The MREA provides training and certification in wind and solar energy site assessments specific to residences, businesses and farms. Individuals who have been certified then work with homeowners, businesses and farms to assess whether a renewable energy system is right for their location. By co-funding this service, Focus on Energy met a critical need to

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simplify the process and to provide unbiased, third party information to customers to help them make an informed choice and facilitate appropriately sized and sited renewable energy systems. Over 85 MREA Certified Site Assessors currently serve customers in Focus on Energy territory and beyond. More than 600 site assessments have been co-funded by Focus on Energy in Wisconsin this year.

To locate an MREA Certified Site Assessor in your area and to apply for the Focus on Energy site assessment coupon online, please visit focusonenergy.com/siteassessments.

“With energy costs rising at a faster rate than inflation, renewable energy resources make sense. I encourage Wisconsin residents to share in Focus on Energy’s commitment to building a better energy future by taking advantage of the Renewable Energy Site Assessment Service and increasing the number of renewable energy systems across the state,” concluded Wichert.

To learn more about Focus on Energy and its Renewable Energy Program, or to find out if you qualify for financial incentives 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.

About IREC

The IREC was formed in 1982 as a nonprofit organization and supports market-oriented services targeted at education, coordination, procurement, the adoption and implementation of uniform guidelines and standards, workforce development and consumer protection. The IREC's mission is to accelerate the sustainable utilization of renewable energy sources and technologies in and through state and local government and community activities.

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