



focus on energysm

The power is within you.

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

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Homeowners and Businesses Can Offset Economic Downturn with Focus on Energy Financial Incentives

- Financial incentives can help customers save energy and money –

MADISON, Wis. (February 09, 2009) — In the new year, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, will continue to provide technical expertise and financial incentives to help foster an increased interest in energy saving projects. Wisconsin residents and businesses have the opportunity to work toward energy independence while concentrating on economic stability with the help of Focus on Energy’s financial incentives.

“During a time when so many people are facing economic hardships, Focus on Energy offers help for those looking to take back some control over their energy use – and the impact of that energy use on their finances,” said Kathy Kuntz, energy programs director for Focus on Energy. “Controlling your energy use starts with understanding how you use energy, and your opportunities to reduce energy usage. That’s where Focus on Energy’s statewide network of experts can help. Focus can assist homeowners and businesses to identify, plan, implement and finance a number of energy saving initiatives.”

To increase the number of effective energy efficiency and renewable energy projects across the state, Focus on Energy offers a variety of financial incentives to Wisconsin residents and businesses.

Lower Your Energy Bills and Diminish Environmental Impact

Focus on Energy shows Wisconsin residents how to reduce their environmental impact and lower their cost of living by being more energy efficient. Through its programs, financial incentives are available for purchasing qualified items such as lighting products, water heaters and heating and cooling equipment. Focus on Energy also helps to ensure new homes are built to be comfortable, durable and energy efficient. In addition, financial incentives are available to homeowners looking to improve the energy efficiency of existing homes.

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Improve Your Business' Bottom Line by Being Energy Efficient

All types of businesses, large and small, can benefit from making smart, energy efficient decisions. Focus on Energy provides businesses with technical expertise, training and education opportunities, energy assessments, as well as financial incentives to help offset the cost of installing energy efficiency projects. These incentives include everything from lighting and HVAC projects, to compressed air, motors and drives, new construction and more complex or custom projects.

New for 2009, Focus on Energy is offering incentives for ground-source (geothermal) heat pump systems, datacenter and IT/IS projects, commercial dishwashers and have expanded incentives for commercial refrigeration systems. In today's tough economic times, businesses can turn to Focus for help in reducing their energy use – saving them money and helping to improve their bottom line.

Implement Renewable Energy Solutions and Save Money

As energy costs rise and environmental concerns grow, more and more Wisconsin residents and businesses are turning to renewable energy. To make the adoption of renewable energy easier, Focus on Energy offers technical assistance as well as financial incentives for the installation of a variety of renewable energy systems including solar electric, solar hot water, wind and biomass combustion. In addition, financial incentives are available for anaerobic digesters for dairy farms, industrial food processing and wastewater treatment facilities.

Check Eligibility for Focus on Energy Incentives

Focus on Energy's financial incentives are available for individuals and businesses who purchase their electricity and/or gas from utilities participating in the Focus on Energy Program. To learn more about Focus on Energy, or to find out if you qualify for financial incentives, call (800) 762-7077 or visit focusonenergy.com/incentives.

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.