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

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McCain Foods USA Wins Award for Excellence in Energy Efficiency *- Focus on Energy recognizes McCain Foods for energy efficiency improvements -*

PLOVER, Wis. (February 13, 2007) – The McCain Foods USA plant in Plover, Wisconsin has received an Award for Excellence in Energy Efficiency given by Focus on Energy for the implementation of innovative energy efficiency projects within its business. With the help of Focus on Energy’s Industrial Sector, part of Wisconsin’s energy efficiency and renewable energy initiative, McCain Foods made a number of energy efficiency improvements including a new reverse osmosis system on their process boilers.

The reverse osmosis system filters boiler feed water using fine filters, which reduces the volume of contaminants that are normally introduced into a boiler during operation. In a conventional system, these contaminants are removed by continuously draining some of the hot water from the boiler reservoir. This wastes energy as this hot water is piped to the drain system resulting in a loss of the energy that was used to heat the water. With the reverse osmosis system, the need to drain water from the boiler is greatly reduced, thus saving energy. In addition to energy savings, the need for water treatment chemicals is reduced. It is estimated the reverse osmosis system is saving McCain foods \$47,000 per year on its gas bill with additional savings in reduced chemical costs. A financial incentive of \$14,550 was provided from Focus on Energy for this project to make implementation less cost prohibitive.

Other projects at the facility include a compressed air system upgrade, an automated control system for the plant ventilation units, an automated control system for the boiler plant and improvements to the office heating, ventilating and air conditioning (HVAC) equipment. Additional incentives totaling over \$68,000 were provided for these energy efficiency improvements.

“Focus on Energy played an instrumental role by providing financial incentives that made the energy efficiency upgrades possible. The reverse osmosis system and other energy efficient components installed in our new facility will result in substantial savings on our energy costs for years to come,” said Andrew Green, facility engineering manager.

Since 2001, Focus on Energy has delivered cost effective energy solutions to Wisconsin consumers, farms and businesses. The results for businesses have meant lower operating costs and an improved bottom line as holds true for McCain Foods. In total, businesses in Wisconsin have saved about \$75 million dollars in energy costs annually.

“We are proud to present McCain Foods with the Focus on Energy Award for Excellence in Energy Efficiency,” said John Nicol, sector manager for Focus on Energy’s Industrial Program. “Their leadership in energy efficiency will benefit not only their business, but also other businesses by reducing the pressure on energy supplies and keeping future energy prices down. The energy saved is the equivalent benefit of reducing CO₂ emissions by 395 tons per year - about the same emissions produced from 55 cars. It is enough electricity to power 104 homes, which is equivalent to saving 1,100 barrels of oil per year.

Industrial manufacturing facilities have numerous opportunities to save money through energy efficiency. Focus on Energy initiatives help industrial customers identify and evaluate energy saving opportunities, provide a report of findings with specific recommendations, develop an energy management plan, integrate elements from national and state programs to meet specific needs, find vendors and evaluate their proposals for efficiency improvements and arrange technical training opportunities about energy efficient processes and procedures. In addition, Focus on Energy provides specialized best practice support for the pulp and paper, metal casting, plastics, food/dairy and water/wastewater industries.

For more information about savings opportunities at other industrial manufacturing facilities or Focus on Energy’s Business Programs, call Focus on Energy at 800.762.7077 or visit focusonenergy.com.

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About McCain Foods USA

McCain Foods USA, Inc., the United States subsidiary of McCain Foods Limited, has four major potato processing facilities and seven other manufacturing operations in eight states. McCain Foods Limited is a privately-owned Canadian multinational manufacturer of frozen and non-frozen food products with more than 55 plant operations on six continents and over \$6.5 billion in revenue worldwide. McCain Foods is the world's largest producer of French fries and potato specialties, and a manufacturer of pizza, appetizers and snack foods, vegetables, juices and beverages, entrees, oven meals, desserts and other quality products.

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.

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