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News Release

FOR IMMEDIATE RELEASE

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City of Beloit receives \$46,500 financial incentive for energy-efficiency project

Water pollution control facility reducing energy use and saving taxpayer dollars

MADISON, WI – March 2, 2010 – Focus on Energy, Wisconsin’s statewide resource for energy efficiency and renewable energy, and Alliant Energy are pleased to announce that the City of Beloit Water Resources Division has received a financial incentive in the amount of \$46,500 from Focus on Energy for a recently-completed energy-efficiency project.

The dollars will go toward the purchase and installation cost of variable frequency drives on the aeration system blowers used at the City of Beloit Water Pollution Control Facility. Variable frequency drives increase energy efficiency by running motors only when and as much as they are needed.

When a motor operates beyond the job’s need, it wastes electricity and it also puts unnecessary wear and tear on components, resulting in increased maintenance costs and reduced operating life. Variable frequency drives save energy and extend the useful life of motors and other equipment.

To officially recognize the project’s completion, a presentation was held at the Beloit City Council Meeting on March 1 to acknowledge the Focus on Energy monies. The presentation was attended by Scott Schneider and David Botts from the City of Beloit Public Works Department; Jennifer Everhart from Focus on Energy; and, David Eley from Alliant Energy.

“The City of Beloit’s energy-efficiency investment will not only benefit Wisconsin’s environment but will also directly benefit the city’s bottom line through reduced energy bills,” said Everhart. “This project will show not only immediate results but will continue saving electricity for years to come.”

By adding variable frequency drives, the City of Beloit Water Pollution Control Facility will be saving 2,021,958 kWh annually of electricity, the equivalent of removing the annual greenhouse gas emissions of 278 passenger vehicles. In addition, the project is estimated to reduce the City’s energy bill by \$131,428 annually.

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“I’ve worked with the City of Beloit on energy efficiency issues over the years and they have shown a strong interest in saving energy, reducing operating costs and being good environmental stewards,” added Eley. “They continue to be very proactive in looking at ways to save money and reduce costs through energy efficiency.”

Focus on Energy offers no-cost services and financial incentives to help businesses, schools, government agencies and residents select and implement cost-effective projects and practices that save energy, reduce operating costs and help protect the environment. Alliant Energy is a strong partner with Focus on Energy and can also provide technical and financial assistance with energy-efficiency projects.

“The City of Beloit would like to thank Focus on Energy and Alliant Energy for allowing us to participate in this program,” said Botts. “It’s great when organizations like these can help us keep down the cost of operations benefiting our rate payers”.

Alliant Energy is an energy-services provider with subsidiaries serving approximately 1 million electric and over 400,000 natural gas customers. Providing its customers in the Midwest with regulated electric and natural gas service is the company’s primary focus. Wisconsin Power and Light, the company’s Wisconsin utility subsidiary, serves approximately 460,000 electric and 180,000 natural gas customers. Alliant Energy, headquartered in Madison, Wis., is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company’s Web site at www.alliantenergy.com.

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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