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Focus on Energy Offers WPS Customers Increased Financial Incentives and New Financing Options for Home Energy-Efficiency Improvements

Bonus rewards up to \$3,000, low-interest financing to help WPS customers increase energy efficiency

MADISON, Wis. (March 16, 2010) — Homeowners who purchase their gas from Wisconsin Public Service (WPS) can enhance the comfort of their homes and reduce their energy bills with the introduction of additional financial incentives and new financing options from Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy. Focus on Energy, in partnership with WPS, is offering the additional financial assistance to encourage participation in their Home Performance with ENERGY STAR® Program.

“Summer is right around the corner and as furnaces turn off and air conditioners are turned up, a Home Performance with ENERGY STAR evaluation can help homeowners make smart decisions about how they can reduce their energy use,” said Carter Dedolph, program manager for Focus on Energy. “With added financial incentives and low-interest financing options, WPS customers are in a great position to begin reducing their utility bills while increasing the comfort, safety, and durability of their homes.”

Home Performance with ENERGY STAR – How the Program Works

High energy bills are primarily traced to hidden, poorly performing components of a home such as air leaks and inefficient heating and cooling systems. This is an important reason why homeowners should try to pinpoint the exact source of their high energy bills. Through the Home Performance with ENERGY STAR Program and a network of partnering consultants, homeowners can schedule a home energy evaluation that will help them find out exactly which energy-efficiency improvements their home needs. The program’s qualified contractors and trade partners can then implement the recommended improvements, ensuring the work is done to Home Performance with ENERGY STAR standards.

FOCUS ON ENERGY OFFERS WPS CUSTOMERS INCREASED FINANCIAL INCENTIVES AND NEW FINANCING OPTIONS FOR HOME ENERGY-EFFICIENCY IMPROVEMENTS

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Home Performance with ENERGY STAR – Increased Incentives or Low-Interest Financing

In addition to technical expertise, the Home Performance with ENERGY STAR Program offers Cash-Back Rewards to consumers who improve the energy efficiency of their homes. And for a limited time, homeowners who have an evaluation and complete at least three of the recommended building-shell insulation projects within six months of the evaluation will be eligible for their choice of increased financial incentives or the new low-interest financing.

Increased Financial Incentives – With additional financial incentives, homeowners will receive double the amount of Focus on Energy’s standard Cash-Back Rewards, up to \$3,000. These incentives are good towards recommended energy-efficient improvements such as insulation, air sealing, high-efficiency furnaces, water heaters, and more.

Low-Interest Financing – With the new low-interest financing offer, homeowners may receive a loan ranging from \$2,500 to \$10,000, with a low 3.5 percent annual percentage rate and no fees, points, or closing costs – plus a Cash-Back Reward of \$250 (rates are subject to change).

To find out more about the Home Performance with ENERGY STAR Program, including details on eligibility requirements and names of consultants and qualified contractors who partner with the program, call (800) 762-7077 or visit focusonenergy.com/wps.

Eligibility Requirements

This Focus on Energy program is funded by Wisconsin Public Service and is limited to WPS residential customers as defined by the “decoupling” rate agreement between WPS and the Citizens Utility Board. For more information, call 800.762.7077 or visit focusonenergy.com/wps.

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.

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