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**FOCUS ON ENERGY PARTNERS WITH WE ENERGIES TO REDUCE CUSTOMER
ELECTRIC DEMAND**

*- Focus on Energy's Agriculture and Rural Business Program helps reduce demand with energy
efficient installations -*

MADISON, Wis. (April 24, 2006) – Since 2001, Focus on Energy's Agriculture and Rural Business Program has helped more than 1,500 dairy farms throughout the state of Wisconsin reduce operating costs by offering grants and incentives to cover the installation of energy efficient equipment. An integral part of the program's ongoing success has been the cooperative partnerships established with electric utilities.

Most recently, the Agriculture and Rural Business Program, part of the state's energy efficiency and renewable energy initiative, and We Energies' Agriculture Services Program collaborated to deliver an on-going program to reduce electric demand of the utility's business customer base. Through its program, We Energies partners with farm customers on re-wiring, safety and energy efficiency projects that can save customers both energy and money.

"Many farmers are seeing increases on their energy bills and they can contact us for information and energy conservation help," said Rich Hackner, sector manager for the Agriculture and Rural Business Program. "With this partnership a free assessment from Focus on Energy is made available to them. Our specialists can make recommendations that help raise the energy efficiency on a farm and the increased rebates on energy efficiency equipment that help sweeten the savings."

The collaboration between the Agriculture and Rural Business Program and We Energies facilitates energy use reductions through a combination of compact fluorescent light bulb (CFL) installations and implementation of energy efficient equipment including variable frequency drives, upgraded ventilation equipment and plate coolers in local farms throughout We Energies

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service area. To date, the program has proven very successful, with more than \$1 million in energy savings from CFL installations alone.

Part of the success was due to the recent distribution of free CFLs beginning on Dec. 21, 2005, the Winter Solstice - the darkest day of the year. By installing CFLs, farmers and equipment dealers will save an estimated \$240 annually. In addition, CFLs use up to 75 percent less energy and last up to ten times longer than standard incandescent light bulbs.

For more information about Focus on Energy's Agriculture and Rural Business Program, call Focus on Energy at 800.762.7077 or visit focusonenergy.com. For more information about Agriculture Services at We Energies, call 800.714.7777 or visit we-energies.com.

About Focus on Energy

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents cut their annual utility bills by more than \$98 million - reducing their energy consumption by nearly 811 million kilowatt-hours of electricity and more than 40 million therms of natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

About We Energies

We Energies serves more than 1.1 million electric customers in Wisconsin and Michigan's Upper Peninsula and more than one million natural gas customers in Wisconsin. Its energy prices are approximately 10 percent below the average for major U.S. cities. We Energies is the trade name of Wisconsin Electric Power Company and Wisconsin Gas LLC, the principal utility subsidiaries of Wisconsin Energy Corporation (NYSE: WEC). Visit the We Energies Web site at www.we-energies.com. Learn more about Wisconsin Energy Corporation by visiting www.wisconsinenergy.com.

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