



focus on energy[™]

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

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Focus on Energy Welcomes Merrilan Electric & Water Utility

- Merrilan Electric & Water Utility to participate in Focus on Energy Programs -

MADISON, Wis. (May 3, 2010) – Focus on Energy, Wisconsin’s statewide program for energy efficiency and renewable energy, announced today that Merrilan Electric & Water Utility officially became a program member beginning May 1, 2010. The utility serves approximately 394 customers in and around Merrilan.

“It is my pleasure to welcome Merrilan Electric & Water Utility as the newest partner of Focus on Energy,” said Eric Callisto, Chairperson of the Public Service Commission of Wisconsin, the agency that oversees the state’s Focus on Energy Program. “Merrilan Electric & Water Utility’s customers can benefit from the breadth of programs available to Wisconsin residents and business owners under the Focus on Energy umbrella. Energy efficiency and renewable energy continue to spark the interest of residents and businesses because they save customers money while helping the environment. Focus on Energy will be a strong addition to the portfolio of energy options offered by Merrilan Electric & Water Utility, bringing savings and benefits to its entire service area.”

Merrilan Electric & Water Utility will participate in a variety of energy efficiency and renewable energy offerings for residents and businesses. The offerings include programs that:

- Help manufacturers, commercial businesses, farmers, schools, and local governments reduce operating costs, increase their bottom line and improve productivity, and employee and customer comfort. The programs offer technical expertise, training, and financial incentives to help implement innovative energy management projects.
- Increase the availability of ENERGY STAR[®] qualified products ranging from compact fluorescent light bulbs to heating and cooling equipment. These efforts deliver lower energy bills for residents and businesses and increased sales for retailers and contractors.
- Assist residents and businesses in harnessing energy from sunlight, wind, and organic materials.
- Encompass new and existing homes, multi-family construction, and remodeling projects for all types of residential dwellings and income-qualified participants. These programs help homeowners and landlords integrate energy improvements into their remodeling projects, as well as deliver newly-built homes, apartments, and condominiums that are comfortable, safe, durable, and energy efficient.

“We want our customers to have every opportunity to reap the benefits of energy efficiency and renewable energy,” said Randy Brown, Village Superintendent. “Focus on Energy provides many

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avenues for our customers to save money on energy costs and lessen their carbon footprint, and we know our new partnership will help us build a stronger community and a healthier environment.”

For more information about Focus on Energy and its energy-saving programs, call (800) 762-7077 or visit focusonenergy.com.

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.