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Wisconsin Residents and Businesses See a \$141 Million Reduction in Energy Costs with the Help of Focus on Energy

MADISON, Wis. (May 22, 2007) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, continues to help Wisconsin save energy and money and preserve the environment. Since the program’s inception in 2001, Focus on Energy has helped residents and businesses save more than \$141 million on annual energy costs.

Through its Residential, Business and Renewable Energy Programs, Focus on Energy creates awareness of and interest in ways home and business owners save money by reducing energy consumption. Its experts help consumers and businesses understand the positive impact of things like energy efficient lighting, high efficiency heating, ventilation and air conditioning (HVAC) systems, ENERGY STAR® qualified appliances, properly installed insulation, occupancy sensors and the incorporation of renewable energy into every day living.

“There are so many ways to increase energy efficiency both in the home and at work,” said Susan Brown, acting administrator for the Division of Energy Services which oversees Focus on Energy. “Focus on Energy is committed not only to teaching Wisconsin residents about energy efficiency and renewable energy and their economic and environmental benefits, but also to making them viable lifestyle choices for all residents.”

Consumers Benefit From Residential Programs

The Focus on Energy Residential Program reached out to Wisconsin residents through a series of campaigns aimed at educating and promoting energy efficiency in homes. The combined efforts of the programs resulted in an annual savings of \$51 million in energy costs.

One Residential offering, the Home Performance with ENERGY STAR Program, partners with energy consultants to help homeowners assess the overall efficiency level of their homes. Energy consultants provide recommendations to increase a home's efficiency and lower heating costs, as well as provide useful information about financial incentives for home improvement projects.

Focus on Energy's Residential Program also promotes the purchase and proper installation of energy efficient HVAC systems in homes through its Efficient Heating & Cooling Initiative. This initiative allows partnering contractors to offer customer Cash-Back Rewards on qualifying HVAC equipment once proof of complete and accurate installation has been given. Through this program, contractors are encouraged to educate customers about the environmental and cost saving benefits of energy efficient equipment and incentives through Cash-Back Rewards.

Change a Light, Change Wisconsin is another campaign offered through Focus on Energy. It promotes the use of ENERGY STAR qualified compact fluorescent light bulbs (CFLs) as an easy and cost effective way to increase energy efficiency in a residence. In fact, simply changing out the bulbs in the five most used fixtures in a home can result in a savings of \$60 a year in energy costs as a result of each CFL using up to 75 percent less energy than standard incandescent bulbs. To make the switch easy for consumers, Focus on Energy offered a \$2 instant Cash-Back Reward on CFLs at select retail locations making them as inexpensive as \$0.99 each. Mayors from several Wisconsin cities did their part to encourage increased energy efficiency among their constituents by challenging them to change out their bulbs to CFLs and in some cases leading by example.

Businesses Benefit As Well

Partnerships with businesses are another example of Focus on Energy's commitment to bringing energy saving technologies to all aspects of life in Wisconsin. Through its Business Programs, Focus on Energy works with businesses in the industrial, commercial and agricultural sectors, as well as schools and local government institutions to find ways to decrease energy dependence and improve bottom lines through reductions in energy costs.

Focus on Energy's expert advisors work with businesses to evaluate current performance and identify areas where energy efficient systems will be a cost effective means to reduce energy expenditure and subsequently utility bills. To date, the Business Programs have helped businesses throughout Wisconsin save more than \$85 million in energy costs.

Renewable Energy Continues to Gain Acceptance

Advances in technology, rising energy costs and the efforts of Focus on Energy's Renewable Energy Program have made renewable energy a more realistic and appealing option for home and business owners. Focus on Energy's Renewable Energy Program strives to make renewable energy a mainstream energy option in Wisconsin by encouraging residents to investigate and adopt renewable energy sources, such as solar, wind and biomass. Not only does the program seek to raise awareness of renewable energy, it also provides education, training and financing of the installation of renewable energy technologies across the state.

Educational opportunities like the Solar Decade Conference held in November of 2006, sponsored in part by Focus on Energy, are paramount in creating awareness of the benefits of renewable energy in both residential and business settings. The sold out conference taught attendees about solar electric and solar water heating technologies and their economics given the state, federal and utility incentives available for their installation. Not only was this a great educational opportunity for Wisconsin residents, the conference's popularity was also an indication of the growing interest in renewable energy.

Focus on Energy's Environmental Benefits

Focus on Energy's program offerings have helped Wisconsin residents save money and improve the environment for future generations. Energy saving measures implemented through the program have prevented the emission of more than 2.3 billion pounds of the greenhouse gas carbon dioxide into the atmosphere and the burning of 5,159 rail car loads of coal to generate electricity.

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 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.

NOTE TO EDITORS: The following tables provide details about the financial, energy and environmental savings generated by Wisconsin's Focus on Energy Program.

FOCUS ON ENERGY BENEFIT DISTRIBUTION BY SECTOR July 1, 2001 – December 31, 2006				
	Business	Residential	Renewable Energy	Total
Electricity Kilowatt-hour Savings	597,590,706	394,806,605	39,469,763	1,031,867,074
Natural Gas Therms Savings	41,768,969	8,607,819	2,641,767	53,018,554
Annual Dollar Value of Energy Savings	\$85,036,969	\$51,154,791	\$4,986,365	\$141,178,125

To put these savings into perspective, the total savings to date of 1 billion kilowatt-hours (kWh) and 53 million therms is equivalent to:

- The amount of energy produced by burning 5,159 rail car loads of coal.
- Meeting the electricity needs of the town of Oconto Falls, Wis. for more than 103 years.
- The same energy value as 2.9 million barrels of oil.
- The amount of electricity consumed annually by approximately 103,601 average homes in Wisconsin.

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FOCUS ON ENERGY EMISSIONS REDUCTIONS			
July 1, 2001 – December 31, 2006			
Nitrogen Oxides	Sulfur Dioxide	Greenhouse Gas Carbon Dioxide	Mercury
More than 2.4 million pounds	More than 3.8 million pounds	More than 2.3 billion pounds	Nearly 16 pounds

NOTES: Nitrogen oxides and sulfur dioxide are considered primary causes of acid rain. Greenhouse gas carbon dioxide is linked to global climate change. Mercury is a neurotoxin in low doses, affecting the function and development of the nervous system.

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