



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

Media Contact: Robyn Nowak
Hoffman York
(414) 225-9520
rnowak@hyc.com

**Focus on Energy Helps Limited-Income Homeowners Stay Cool This Summer
with Energy Efficient Home Improvements**

- Eligible homeowners receive no-cost home energy evaluations, program pays for 90% of improvements -

MADISON, Wis. (May 29, 2008) — Wisconsin summers can bring high temperatures, high humidity — and high energy costs. As energy prices continue to rise, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, offers cool relief to limited-income homeowners with low-cost efficiency improvements that save energy and money — now and all throughout the year.

Sponsored by Focus on Energy, Targeted Home Performance with ENERGY STAR® aims to improve the comfort, safety, affordability and energy efficiency of limited-income households. Qualifying homeowners can receive a no-cost home energy evaluation performed by a qualified program provider. Depending on the results of the evaluation, the home may receive one or more energy efficiency improvements, such as adding insulation, finding and eliminating drafts, replacing an inefficient furnace, installing compact fluorescent light bulbs (CFLs) and more. Targeted Home Performance with ENERGY STAR will pay 90 percent of the cost of the energy efficiency improvements — the homeowner pays just 10 percent.

Energy efficient homes save energy and money all year round. In summer, a home that’s properly sealed and insulated stays cooler and more comfortable, reducing the need for fans and air conditioners during the hot daylight hours. In winter, energy efficient homes keep warm air inside, improving comfort and reducing heating costs during Wisconsin’s coldest months.

“Targeted Home Performance with ENERGY STAR gives qualified homeowners a tremendous opportunity to improve the comfort, safety and energy efficiency of their homes, at minimal cost,” said Suzanne Harmelink, program manager for Focus on Energy. “Participating homeowners will enjoy reduced energy costs and improved comfort during the summer months and all throughout the year — as well as peace of mind from knowing they are taking care of their investment and the environment.”

**FOCUS ON ENERGY HELPS LIMITED-INCOME HOMEOWNERS STAY COOL THIS SUMMER
-PAGE 2-**

Targeted Home Performance with ENERGY STAR is available to homeowners with limited incomes (\$30,975 to \$41,300 for a family of four) who purchase their natural gas and electric services from participating utilities. To be eligible, homeowners must provide proof of all household income for the last three full months, as well as proof of ownership of the residence.

Homeowners wishing to apply for Targeted Home Performance with ENERGY STAR are encouraged to call Focus on Energy at (800) 762-7077 or visit focusonenergy.com to download an application.

About the Focus on Energy Targeted Home Performance with ENERGY STAR Program

Focus on Energy's Targeted Home Performance with ENERGY STAR Program assists qualifying Wisconsin residents in making energy efficiency improvements to their homes. The improvements are completed by program providers at minimal cost to the homeowner and aim to make homes more comfortable, safe and energy efficient. Focus on Energy offers applications, along with full program details, at (800) 762-7077 or at 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.

###