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News Release

FOR IMMEDIATE RELEASE

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Wisconsin Power and Light Co. and Focus on Energy help Fond du Lac area small businesses maximize savings with energy efficiency

Energy audits to help small businesses identify cost-saving opportunities

MADISON, WI – May 29, 2009 – In today's tough economic times, nearly all small businesses are looking at ways to reduce operational expenses, but owners and managers don't always know how to get started. To help, Wisconsin Power and Light Company (WPL), an Alliant Energy company, and Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, are partnering to provide small businesses in the Fond du Lac area with enhanced energy efficiency services.

WPL is now offering comprehensive energy efficiency audits to small businesses in the Fond du Lac area. During the audit, customers will receive an on-site walkthrough of their business and an energy consultant will review their energy-using equipment. After the audit, the consultant will provide the business with a detailed report, list of suggested technologies and methods to reduce energy use and the estimated savings potential.

But, the help doesn't stop there. The energy consultant will also share information about low-cost financing through WPL's Shared Savings program and Focus on Energy's financial incentives. Resources from both programs will help customers offset the costs of making energy efficiency improvements. Customers can then choose which options make the most sense for their business to reduce energy use, increase productivity and ultimately improve their bottom line.

Start saving today! For more information about this limited time offer and to schedule an audit for your small business, call 1-866-ALLIANT (1-866-255-4268) or send an email to energyefficiency@alliantenergy.com. All WPL electric or natural gas business customers in the Fond du Lac area are eligible.

Alliant Energy is an energy-services provider with subsidiaries serving approximately 1 million electric and over 400,000 natural gas customers. Providing its customers in the Midwest with regulated electric and natural gas service is the company's primary focus. Wisconsin Power and Light, the company's Wisconsin utility subsidiary, serves approximately 450,000 electric and 175,000 natural gas customers. Alliant Energy, headquartered in Madison, Wis., is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company's Web site at www.alliantenergy.com.

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 www.focusonenergy.com.

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