



Wisconsin Public Service

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

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**OUT WITH THE OLD AND IN WITH THE NEW**

*-Get rid of old appliances with Wisconsin Public Service’s Appliance Pick-Up Program-*

**GREEN BAY, Wis. (May 29, 2007)** – Wisconsin residents who have Wisconsin Public Service as an electric utility have another way to spring clean this year – recycling older, working appliances free of charge. Public Service is partnering with Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, to offer the Appliance Pick-Up Program, which encourages households to recycle their old, inefficient refrigerators and freezers to save on future energy costs.

“Older appliances are typically very high energy users,” said Okho Bohm, Wisconsin Public Service Customer Solutions Project Leader. “The longer you put off a decision to replace or simply get rid of your older appliance, the more likely you’ll pay higher energy bills because of their inefficiency. We want to make sure customers of Public Service take advantage of this opportunity to turn in one or more appliances, and that when they purchase new appliances, they purchase ENERGY STAR® qualified appliances.”

Participation for Public Service customers is simple. They are encouraged to call (866) 706-3995 to have their old, working refrigerator or freezer picked up from their home. After verifying customer eligibility, program representatives arrange a pick-up time that works for the customer. Public Service customers will receive a \$20 reward for the first unit and \$10 for each additional unit turned in.

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### **Recycle for Rewards**

It's the perfect time to cash in on old, inefficient appliances and start fresh with ENERGY STAR qualified appliances, especially for those residents who have older refrigerators or a second refrigerator. Older models consume more energy than any other appliance within the home, so replacing an older refrigerator with a new model can save energy and money – up to \$55 a year compared to models manufactured before 1993.

In fact, a refrigerator made before 1993 uses twice the energy of a new ENERGY STAR qualified refrigerator. Plus they use up to 15 percent less energy than non-qualified models and 40 percent less energy than conventional models sold in 2001. Running a second refrigerator in the basement or garage can be a costly way to keep beverages cold, adding up to as much as \$100 per year. Recycling extra units helps reduce electricity consumption and fossil fuel combustion at power plants and reduces the demand on the electric system.

Recycling old appliances through the Public Service Appliance Pick-Up Program helps homeowners avoid fees their city or village may charge for removing the appliances. To be eligible for the Program, refrigerators must be a standard size model – 10 cubic feet or larger – and must be plugged in and running at time of pick-up.

This program is open to both residential and small business electric customers of Wisconsin Public Service in the state of Wisconsin. For more information or to find out if you qualify for the program, call (866) 706-3995 or visit [focusonenergy.com/recycle](http://focusonenergy.com/recycle).

### **About Wisconsin Public Service**

Wisconsin Public Service Corporation, a subsidiary of Integrys Energy Group, Inc. (NYSE: TEG), is a regulated electric and natural gas company headquartered in Green Bay, Wisconsin. The company serves approximately 430,000 electric customers and 311,000 natural gas customers throughout northeast and central Wisconsin, as well as an adjacent portion of Upper Michigan. Information is available online at [wisconsinpublicservice.com](http://wisconsinpublicservice.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](http://focusonenergy.com).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy and money, and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [energystar.gov](http://energystar.gov).

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