



**focus on energy**<sup>™</sup>  
*The power is within you.*

**for immediate release**

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**Increased Financial Incentives Available for WPS Customers Who Complete Energy-Efficiency and Renewable Energy Projects**

*- Focus on Energy, in partnership with Wisconsin Public Service, offers bonus incentives to residential and business customers -*

**Madison, Wis. (June 15, 2010)**—Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, has partnered with Wisconsin Public Service to offer several new energy-efficiency and renewable energy programs for customers throughout the WPS service territory. The financial incentives are meant to encourage participation and help finance the installation of energy-efficiency and renewable energy systems for eligible customers. Homeowners, small- and medium-size businesses, landlords, and agribusiness owners can all take advantage of these special offers to reduce energy costs and save money.

**Homeowners:** Eligible residential customers who install qualified high-efficiency furnaces or boilers are eligible to receive \$400 to \$600 in Cash-Back Rewards with the heating equipment bonus. In addition, for a limited time, homeowners that receive a Home Performance with ENERGY STAR<sup>®</sup> evaluation and complete at least three of the recommended insulation, air sealing, and/or combustion safety improvements may receive either low-interest financing or double rewards—above and beyond the standard Focus on Energy reward—to help get projects completed. Depending upon which projects are completed, homeowners could receive rewards up to \$3,000.

**Businesses:** By implementing two or more unrelated projects, small- or medium-sized businesses, industrial facilities, schools, institutions, government buildings, and agribusinesses can qualify for up to double the standard Focus on Energy cash incentives. In addition, Focus offers free technical advice and training for high-performance new construction projects tailored especially for businesses.

## INCREASED FINANCIAL INCENTIVES AVAILABLE FOR WPS CUSTOMERS WHO COMPLETE ENERGY-EFFICIENCY AND RENEWABLE ENERGY PROJECTS

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**Industrial facilities:** Free energy assessments are available for small- or medium-size industrial business. An energy professional will visit your site, at no cost to you, and evaluate the energy-saving opportunities at your facility.

**Agribusinesses:** If your farm or greenhouse is located on the same property as your home, you can receive a free on-site energy review and bonus incentives when you implement two or more energy-efficiency and/or renewable energy projects.

**Landlords:** Complete a site assessment of a property with four or more units, and install one or more qualifying energy-efficiency projects to receive a free direct installation of energy- and water-saving items and enhanced financial incentives. In addition, two- or three-unit properties are eligible for a free energy walkthrough. Currently, this program is available in Stevens Point, Green Bay, and Oshkosh (for WPS residential gas customers only).

**Renewable energy:** Nonprofit organizations can earn up to double the standard Focus incentive for installing a solar water-heating, solar electric, wind, and/or biomass combustion system. This incentive, in combination with standard Focus on Energy incentives, could cover up to 70 percent of total system costs. Grants up to \$500,000 are also available for large-scale renewable projects including bioenergy, wind, and hydroelectric systems, and up to \$250,000 for large solar electric or solar water-heating systems. A commercial solar space-heating grant is also offered for up to \$45,000 to install commercial solar-heating technologies in two different applications: make-up air heating and/or summer reheat.

All offers are subject to change. Visit [focusonenergy.com/wps](http://focusonenergy.com/wps) or call 800.762.7077 for the most current program offerings and more information.

### **About Eligibility**

This Focus on Energy program is funded by Wisconsin Public Service as a result of the “decoupling” rate agreement between WPS and the Citizens Utility Board. Only WPS customers that currently receive service under this rate agreement are eligible for these enhanced program offerings. This includes residential and most small business customers; excluding large commercial, industrial, and seasonal customers. WPS business customers must verify eligibility by calling their account executive or the Business Solutions Center at 877.444.0888.

### **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



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demand for electricity and natural gas. For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

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