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Focus on Energy Welcomes Eau Claire Energy Cooperative

- Eau Claire Energy Cooperative to participate in full range of Focus on Energy Programs -

MADISON, Wis. (June 21, 2007) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that Eau Claire Energy Cooperative will officially become a program member beginning July 1, 2007. The Fall Creek-based utility provides reliable, affordable electric power and liquid propane gas service to more than 10,000 residential, business and farm members in Eau Claire County as well as parts of Chippewa, Clark, Dunn, Pepin, Buffalo, Trempealeau and Jackson Counties in Wisconsin.

“I welcome Eau Claire Energy Cooperative into Focus on Energy and am delighted its customers will be able to benefit from the services the program offers,” said Dan Ebert, Chairperson of the Public Service Commission of Wisconsin, the agency that manages the state’s Focus on Energy program. “Eau Claire Energy Cooperative’s decision to participate in Focus on Energy will result in a healthier environment for Wisconsin and will provide options for its customers to make the same environmentally-friendly decisions.”

Eau Claire Energy Cooperative will participate in all of the Business, Residential and Renewable Energy offerings under the Focus on Energy umbrella. The benefits of participating include:

- Business Programs that help manufacturers, commercial businesses, farmers, schools and local governments reduce operating costs, increase their bottom line and improve productivity and employee and customer comfort. The programs offer technical expertise, training and financial incentives to help implement innovative energy management projects.
- Wisconsin ENERGY STAR[®] Homes, Home Performance with ENERGY STAR and Apartment & Condo Efficiency Services Programs that encompass new and existing homes, multi-family construction and remodeling projects for all types of residential dwellings. These programs help homeowners and landlords integrate energy improvements into their remodeling

projects, as well as deliver newly-built homes, apartments and condominiums that are comfortable, safe, durable and energy efficient.

- Lighting and appliance programs that increase the availability of ENERGY STAR qualified products ranging from clothes washers to compact fluorescent light bulbs to heating and cooling equipment. These efforts deliver lower energy bills for residents and businesses and increased sales for retailers and contractors.
- Renewable Energy Programs that help residents and businesses harness energy from sunlight, wind and organic materials.
- Low Income Programs and Services that reduce energy bills while increasing comfort and safety.

“We want our members to save money,” exclaimed John W. Luehrsen, chief executive officer of Eau Claire Energy Cooperative. “And now they can with all of these energy saving programs available to them. More efficient use of electricity means less electricity used. That means lower energy bills for our members. Rather than paying more on their electric bills, our members can invest in energy efficiency and save money every month.”

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.

About Eau Claire Energy Cooperative

Eau Claire Energy Cooperative provides electricity, propane gas and related services to residential, business and farm members in Eau Claire County plus portions of Chippewa, Dunn, Pepin, Buffalo, Trempealeau and Jackson Counties. As a Touchstone Energy Partner, Eau Claire Energy Cooperative offers service to over 10,000 members. For More information about how Eau Claire Energy Cooperative can help your business with reliable and affordable energy, contact them at 715-832-1603 or 1-800-927-5090. Or visit their Web site at www.ecec.com.