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Focus on Energy Welcomes Scenic Rivers Energy Cooperative

- Scenic Rivers Energy Cooperative to participate in full range of Focus on Energy Programs -

MADISON, Wis. (June 27, 2007) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that Scenic Rivers Energy Cooperative will officially become a program member beginning July 1, 2007. The Lancaster-based, member-owned utility serves nearly 11,000 members throughout parts of nine counties in Wisconsin and Illinois.

“I welcome Scenic Rivers 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. “Scenic Rivers 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.”

Scenic Rivers Energy Cooperative will participate in 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.

“Everyone wins with this new partnership,” said Richard Kolb, CEO of Scenic Rivers Energy Cooperative. “We have the ability to offer our customers opportunities to increase their energy efficiency and become more environmentally conscious. As a result, they will save money and lessen their carbon footprint.”

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 Scenic Rivers Energy Cooperative

Scenic Rivers Energy Cooperative is a member-owned business providing electrical energy and products to over 12,000 residences, farms and businesses in southwest Wisconsin. Over 3,370 miles of electric lines serve members in Grant, Lafayette and Crawford Counties along with parts of Green, Iowa, Richland and Vernon Counties all in Wisconsin and Jo Davies and Stephenson Counties in Illinois. Since 1938, Scenic Rivers Energy Cooperative has excelled in striving to identify ways to improve the quality of life for the communities they serve.

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