



focus on energysm

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

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Focus on Energy Welcomes 12 New Utilities

- Utilities to participate in full range of Focus on Energy Programs -

MADISON, Wis. (June 28, 2007) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that 12 Wisconsin-based utilities will officially become program members beginning July 1, 2007. The utilities joining the program are Belmont Municipal Light & Water, City Gas Company, Eau Claire Energy Cooperative, Elroy Electric and Water Utility, Kiel Utilities, Medford Electric Utility, Midwest Natural Gas Company, Price Electric Cooperative, Rice Lake Utilities, Scenic Rivers Energy Cooperative, Shawano Municipal Utilities and St. Croix Gas.

“I welcome these utilities into Focus on Energy and am delighted their 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. “Each utilities’ decision to participate in Focus on Energy will result in a healthier environment for Wisconsin and will provide options for their customers to make the same environmentally-friendly decisions.”

All 12 of these utilities 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.

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.

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