



**focus on energy**<sup>sm</sup>

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

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## **Focus on Energy Welcomes Rice Lake Utilities**

*- Rice Lake 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 Rice Lake Utilities will officially become a program member beginning July 1, 2007. The Rice Lake-based utility is a municipal utility serving customers in the City of Rice Lake as well as parts of the Town of Rice Lake.

“I welcome Rice Lake Utilities 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. “Rice Lake Utilities’ 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.”

Rice Lake 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<sup>®</sup> 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.

- more -

“Everyone wins with this new partnership,” said Scott Reimer, General Manager of Rice Lake Utilities. “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](http://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](http://focusonenergy.com).

### **About Rice Lake Utilities**

Rice Lake Utilities is the service provider for the City of Rice Lake serving Electric Water and Wastewater services. We are a municipal utility with local control and a five member Utility Commission governs Rice Lake Utilities' operations.

**Electric:** The electric utility serves 5,236 customers in the City of Rice Lake, as well as a portion of the Township of Rice Lake. The system peak demand has reached 35 MW with annual revenues of \$10.7 million dollars per year. The utility maintains a very competitive rate structure with extremely reliable service. Rice Lake Utilities has service availability for all residential, commercial and industrial loads.

**Water:** The water utility serves 3,690 customers, operates four municipal wells and three water towers in the City of Rice Lake. The system pumping capacity is 3,000 gallons per minute with a storage capacity of 650,000 gallons. The average daily demand is 1.7 million gallons with a maximum daily capacity of 4.3 million gallons. The water quality is exceptional with a competitive decreasing rate schedule with increased usage.

**Wastewater:** The wastewater utility serves 3,690 customers in the City of Rice Lake. The utility operates a modern wastewater treatment facility that has a current design flow of 2.09 million gallons per day with an average daily flow of 1.6 million gallons. The collection system is gravity fed to the activated sludge treatment plant utilizing a very environmentally sound operation.

Visit our web site at [www.ricelakeutilities.com](http://www.ricelakeutilities.com)

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