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## News Release

**FOR IMMEDIATE RELEASE**

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### **Fond du Lac Culver's participates in energy-efficiency pilot program**

Restaurant completes small business energy evaluation and identifies ways to save

MADISON, WI – June 29, 2009 – Culver's Restaurant, located at 969 East Johnson Street in Fond du Lac, is one of the first small businesses to participate in a new energy-efficiency pilot program offered by Wisconsin Power and Light Company (WPL), an Alliant Energy company, and Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative.

"The owners of Culver's found out about the chance to save dollars on their energy bill by being part of our pilot program and they wanted to be one of the first to participate," said Jeff McCarthy, Alliant Energy Strategic Account Manager. "This Culver's location has been committed to energy-efficiency from the time it opened and it continues to work toward even greater energy-efficiency gains."

WPL is offering \$25 energy efficiency evaluations to small businesses in the Fond du Lac area to help them identify energy cost-saving opportunities and improve their bottom line. Depending upon the energy-using activities of a business, a complete energy efficiency evaluation can normally cost upwards of \$200 to \$300.

During the evaluation, the business owner receives a list of suggested technologies and methods to reduce energy use and the estimated savings potential. They will also learn about low-cost financing available through WPL's Shared Savings program, as well as financial incentives offered by Focus on Energy, which can help offset the costs of making energy efficiency improvements.

In addition to no- and low-cost improvements that a small business can make such as moderating heating and cooling or using compact fluorescent lighting, there are many changes they can make to reduce energy costs. For example, upgrading lighting and refrigeration systems, installing energy-efficient water heaters, furnaces and ENERGY STAR<sup>®</sup> qualified office equipment, switching electric appliances to natural gas and replacing doors and windows.

In early June, Alliant Energy and Focus on Energy representatives visited Culver's on East Johnson Street and conducted an energy evaluation. Culver's owners Richard Miller and Sandy and Dan Lichtenwald were present for the evaluation and discussed the possible energy-efficiency improvements the restaurant could undergo.

During construction of Culver's in 2005, technologies were installed that exceeded required energy-efficiency requirements and saved more than \$18,000 annually in natural gas and electricity costs.

"When this Culver's was built, it was constructed to exceed the required code for energy efficiency," said Dan Lichtenwald, Culver's Co-owner. "Now, thanks to this pilot program for small businesses, we are taking energy efficiency to the next level and working to save even more dollars. It just goes to show you that even a highly energy-efficient business can save even more dollars on their energy bill. It's really a win-win all the way around."

For more information about this limited time offer and to schedule an evaluation for your small business, call 1-866-ALLIANT (1-866-255-4268). All WPL electric and natural gas small business customers are eligible.

*Alliant Energy is an energy-services provider with subsidiaries serving approximately 1 million electric and over 400,000 natural gas customers. Providing its customers in the Midwest with regulated electric and natural gas service is the company's primary focus. Wisconsin Power and Light, the company's Wisconsin utility subsidiary, serves approximately 450,000 electric and 175,000 natural gas customers. Alliant Energy, headquartered in Madison, Wis., is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company's Web site at [www.alliantenergy.com](http://www.alliantenergy.com).*

*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 demand for electricity and natural gas. For more information, call (800) 762-7077 or visit [www.focusonenergy.com](http://www.focusonenergy.com).*

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