



focus on energysm

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

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Focus on Energy Welcomes Rock Energy Cooperative

- Rock Energy Cooperative to participate in Focus on Energy Programs -

MADISON, Wis. (July 1, 2009) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that Rock Energy Cooperative officially became a program member beginning July 1, 2009. The utility serves approximately 26,000 meters across its nine-county service area in southern Wisconsin and northern Illinois.

“I welcome Rock Energy Cooperative into Focus on Energy and am delighted its customers will be able to benefit from the services the program offers,” said Eric Callisto, Chairperson of the Public Service Commission of Wisconsin, the agency that manages the state’s Focus on Energy Program. “Rock 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 sound energy decisions.”

Rock 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 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.
- Targeted Home Performance that reduces energy bills while increasing comfort and safety for income-qualified participants.

“We have provided successful energy efficiency resources to our members since 2000,” said Shane Larson, CEO for Rock Energy Cooperative. “Now, we’re excited that Focus on Energy will help us take that service to the next level. Our members will gain access to all the major players in energy

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conservation and renewables in the state. Businesses, in particular, will appreciate the expertise available through Focus on Energy.”

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 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 focusonenergy.com.

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