



focus on energysm

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

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Focus on Energy Offers Bonus Incentives and Free Energy Reviews for WPS Farm Customers

-Call today to schedule your free energy review and learn about new bonus incentives-

MADISON, Wis. (July 8, 2010)—Focus on Energy and Wisconsin Public Service have teamed up to provide a new offer exclusively for farms in the WPS service area. WPS agribusiness customers with a home and farm located on the same property are now eligible to receive a free energy review and enhanced bonus incentives for implementing multiple energy-efficiency and/or renewable energy upgrades.

During the free energy review, a professional energy advisor will conduct a comprehensive energy assessment of the agribusiness facility and a walk-through of the participant’s home to identify energy-saving opportunities, including renewable energy opportunities. Following the review, participants will receive a customized report outlining recommendations, information about financial incentives, and details on the new enhanced bonus incentives.

Bonus incentives for up to twice the standard Focus on Energy incentives are available after completing two or more efficiency and/or renewable upgrades on the property (farm and/or home). The more projects completed, the bigger the bonus.

Interested parties are encouraged to contact Focus on Energy and schedule an energy review today. For more information, and to schedule a free energy review, please visit focusonenergy.com/wps, e-mail wpsfarmbonus@focusonenergy.com or call 800.762.7077.

About Eligibility

This Focus on Energy program is funded by Wisconsin Public Service as a result of the “decoupling” rate agreement between WPS and the Citizens Utility Board. Only WPS customers that currently receive service under this rate agreement are eligible for these enhanced program offerings. This

FOCUS ON ENERGY AND WISCONSIN PUBLIC SERVICE OFFER BONUS INCENTIVES AND FREE ENERGY REVIEWS FOR WPS AGRIBUSINESS CUSTOMERS

- PAGE 2 -

includes most residential and small business customers; excluding large commercial, industrial, and seasonal customers. WPS business customers must verify eligibility by calling their account executive or the Business Solutions Center at 877.444.0888.

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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