



focus on energysm

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

Media Contact: Mark Treichel
Hoffman York
(414) 225-9554
mtreichel@hyc.com

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Focus on Energy and Wisconsin Public Service Offer Free Energy Assessments for Small Industrial Facilities in the Oconto Falls, Marinette, and Surrounding Areas

- Participation is limited; interested parties are encouraged to RSVP today-

MADISON, Wis. (July 14, 2010)—Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, in partnership with Wisconsin Public Service, is offering free energy assessments to eligible small industrial businesses in the WPS service territory. Assessments will be conducted August 9 through 13, 2010, with an orientation meeting held Monday, August 9, 2010 at The Mills Sports Bar and Grill. Attendees will learn how to save energy and money through energy efficiency, and explore the many services and incentives available through Focus and WPS. Businesses that take part will also learn about new bonus incentives from Focus on Energy and WPS that are available to those who implement two or more efficiency and/or renewable energy upgrades.

During the free energy assessments, an energy professional will visit participants' facilities and evaluate energy-saving opportunities at the site. Following the assessment, Focus on Energy will provide a report of the findings, along with practical recommendations for saving energy and money, as well as information on financial incentives, including the new bonus offer, to help implement projects.

Participation and eligibility is limited, so interested parties are encouraged to RSVP today by calling Focus on Energy at 800.762.7077, visiting focusonenergy.com/wps, or emailing industrialaudit@focusonenergy.com.

Who: Eligible small industrial businesses in the WPS service territory in Oconto Falls, Marinette, and surrounding areas.

What: Free on-site energy assessments of eligible facilities.

When: Orientation lunch meeting is on August 9, 2010 at 12:00p.m.; assessments will be scheduled for August 9 through 13, 2010.

Where: The free orientation lunch meeting will be held at The Mills Sports Bar and Grill, 211 North Maple Avenue, Oconto Falls, WI 54154, and assessments will be conducted at the participating business' facilities.

Additional free assessments and orientation meetings will be offered throughout the WPS service territory. Interested parties from eligible small industrial businesses are encouraged to visit

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focusonenergy.com/wpsassessment to learn when and where the next assessments and orientation lunches will be held.

For more information, and to schedule a free energy assessment, please visit focusonenergy.com/wpsassessment or call 800.762.7077 and ask to speak to an energy advisor.

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 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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