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

Media Contacts: Tim Wirtz / Mark Treichel
Hoffman York
(414) 225-9522 / (414) 225-9554
twirtz@hyc.com
mtreichel@hyc.com

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Focus on Energy Welcomes Adams-Columbia Electric Cooperative

- Adams-Columbus Electric Cooperative to participate in Focus on Energy Programs -

MADISON, Wis. (August 13, 2009) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, announced today that Adams-Columbia Electric Cooperative (ACEC) officially became a program member beginning August 1, 2009. The utility serves approximately 36,000 customers in 12 Central Wisconsin counties.

“I am delighted to announce Adams-Columbia Electric Cooperative as the newest partner to Focus on Energy and am even more pleased that thousands of its customers will be able to benefit from the growing number of 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. “As energy efficiency and renewable energy investments continue to be wise choices for Wisconsin residents and business owners, we are happy progressive utilities like ACEC look to Focus on Energy as a trusted resource to help improve the environmental and economic condition of their region.”

ACEC 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.

“Our members will continue to have the same opportunities as other Wisconsinites to reap the benefits of energy efficiency and renewable energy,” said Martin Hillert Jr., CEO of ACEC. “Focus on Energy provides avenues for our members to save money on energy costs and lessen their carbon footprint, and we hope our new partnership will help us build a stronger community and a healthier environment.”

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.