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# News Release

FOR IMMEDIATE RELEASE

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## Janesville area small businesses can reduce monthly utility bills with new Alliant Energy and Focus on Energy initiative *Bright Ideas for your Business Program* offers energy check-ups and low-cost financing

MADISON, WI – August 28, 2009 – In the current economic climate, nearly all small businesses are looking at ways to reduce operational expenses and cutting monthly utility bills can bring dollar-saving right to a company's bottom line. However, many small business owners and managers are very busy running their operations and don't always have the time or know-how to get started on a path to greater energy efficiency.

To help, Wisconsin Power and Light Company, an Alliant Energy company, and Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, are partnering on Alliant Energy's *Bright Ideas for your Business Program* to provide small businesses in the Janesville area with enhanced energy efficiency services.

Alliant Energy is now offering comprehensive energy efficiency check-ups to small businesses in the Janesville area. During the check-ups, small business customers will receive an on-site walkthrough of their business and an Alliant Energy consultant will review their energy-using equipment and discuss potential energy-saving opportunities. After the check-up is completed, Alliant Energy will provide the business with a detailed report that lists suggested technologies and methods to reduce energy use and the estimated savings a small business could realize by implementing the recommended actions.

But, the *Bright Ideas for your Business Program* doesn't stop there. Alliant Energy will also share information about low-cost financing through its Shared Savings program and Focus on Energy's financial incentives. Resources from both Alliant Energy and Focus on Energy can help small business customers offset the costs of making energy efficiency improvements. Customers can choose which options make the most sense for their business to reduce energy use, increase productivity and ultimately reduce their monthly utility bills.

"I have worked with small businesses for many years to help reduce their energy consumption and save them money on their utility bills," said Jeff McCarthy, Alliant Energy Strategic Account Manager. "It's not uncommon for a company to save hundreds of dollars by implementing energy-efficiency measures and the *Bright Ideas for your Business Program* gives Janesville area small businesses a great opportunity to begin that process."

(MORE)

For more information on Alliant Energy's *Bright Ideas for your Business Program* and to schedule an energy check-up for your small business, call 1-866-ALLIANT (1-866-255-4268) or send an email to [energyefficiency@alliantenergy.com](mailto:energyefficiency@alliantenergy.com). All Alliant Energy electric or natural gas business customers in the Janesville area are eligible for the *Bright Ideas for your Business Program*.

*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 450,000 electric and 175,000 natural gas customers. Alliant Energy is the trade name of Alliant Energy Corporation and its principal utility subsidiaries Wisconsin Power and Light Company and Interstate Power and Light Company. 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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