

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

Media Contact: Robyn Grossman
Hoffman York
(414) 225-9520
rgrossman@hyc.com

.....

Program Benefits Owners and Residents of Multiple Unit Residential Buildings

MADISON, Wis. (September 6, 2007) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is offering a new program that will benefit owners, developers and residents of multi-unit residential properties. Focus on Energy’s Apartment & Condo Efficiency Services Program offers information, technical expertise and financial incentives to help make these properties more energy efficient. Building owners enjoy lower operating costs, while residents benefit from a lower cost of living and a much more comfortable home.

“The Apartment & Condo Efficiency Services Program helps identify areas to improve a building’s energy efficiency,” said Carter Dedolph, Focus on Energy’s program manager for the Apartment & Condo Efficiency Services Program. “Our program can provide the necessary information to not only maximize energy efficiency, but reduce labor and operating costs, address property and equipment concerns and improve tenant comfort and satisfaction. The overall goal of the program is to help reduce energy use, operating costs and the environmental impact of these buildings throughout the state.”

Expected Benefits

Experienced energy advisors who partner with the program work with property representatives to provide an objective assessment of their building. The energy advisors also work with partnering contractors to make improvements such as selecting and installing reliable, energy efficient equipment. By having an objective evaluation of the building and making the recommended improvements, the following can be achieved:

- A competitive “total cost of living” for residents
- Increased profitability by reducing tenant turnover
- Minimized property and equipment concerns
- Reduced labor and operating costs
- Reduced energy costs and increased return on investment

Financial Incentives

If the recommended energy efficiency measures are taken, the customer is eligible for progressive Cash-Back Rewards for ENERGY STAR[®] qualified lighting improvements, as well as for products offering natural gas savings such as boilers, furnaces and large water heaters. Additionally, the Apartment & Condo Efficiency Services Program provides higher incentives when building owners and managers decide to implement comprehensive projects and projects that use the highest efficiency products.

Overall Benefits

When you consider the housing sector accounts for more than one-third of all energy consumed in the United States on a daily basis it becomes important to remember the environmental impact of where we live. While single-family homes may be responsible for a majority of the impact, apartments and condominiums are just as accountable.

“Helping Wisconsin residents reduce their energy use not only offsets high energy costs, it gives them the opportunity to lessen their carbon footprint,” said Dedolph. “This is the key benefit of the Apartment & Condo Efficiency Services Program.”

To get more information about the Apartment & Condo Efficiency Services Program and its incentives, contact Focus on Energy at (800) 762-7077 or visit focusonenergy.com.

About the Apartment & Condo Efficiency Services Program

Focus on Energy’s Apartment & Condo Efficiency Services Program specializes in energy efficiency for new and existing multi-unit residential properties. The program offers owners, developers and resident information, technical expertise and financial incentives to help make their properties more energy efficient. Building owners enjoy the lower operating costs, while residents benefit from a lower cost of living and a much more comfortable home. For information about the program, 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 get 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.