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Focus on Energy's Industrial Program Receives National Honor From The American Council for an Energy-Efficient Economy

MADISON, Wis. (October 10, 2007) — Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, is pleased to announce that the American Council for an Energy-Efficient Economy (ACEEE), a nonprofit research group based in Washington, D.C., has recognized its Industrial Program as part of a national awards program to honor America's leading energy efficiency programs.

Programs selected for this honor were judged especially for their effectiveness and innovation in helping customers achieve greater levels of energy efficiency in their homes and business facilities. "These programs are delivering energy savings that are critical in helping customers cope with today's high energy costs, plus they make an important environmental contribution because they help reduce greenhouse gas emissions," noted Martin Kushler, Ph.D., ACEEE's Utilities Program Director. He added, "This is truly a 'win-win' situation."

Focus on Energy's Industrial Program is designed to work with business owners and key decision makers to educate them on the benefits of reducing energy consumption. It also works to help them understand how doing so can lower operational expenses, improve bottom lines, help protect the environment for future generations and foster a safe and comfortable work environment.

More than 2,000 of Wisconsin's industrial companies have already worked with Focus' staff to reduce the impact of high energy costs because as they have learned, increasing the energy efficiency of a business can save thousands and even millions of dollars each year. So far, businesses that have worked with Focus have saved more than \$100 million in annual energy costs and have also contributed to a healthier environment.

"The state of Wisconsin continues to set an example in adopting energy efficiency and renewable practices and is leading the nation towards energy independence," said Public Service Commission of Wisconsin Chairperson Dan Ebert. "We are honored to receive these awards and to be recognized at the national level. The real honor comes from being able to help Wisconsin's industrial community reduce their energy consumption, reduce their energy costs and essentially improve their bottom lines."

For more information about Focus on Energy's Business 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 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.

About The American Council for an Energy-Efficient Economy

ACEEE is a nonprofit organization dedicated to research and policy development to advance energy efficiency as a means of promoting both economic prosperity and environmental protection. For more information, visit aceee.org.

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