



focus on energy™

The power is within you.

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

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

.....

Focus on Energy Offering Enhanced Financial Incentives for Renewable Energy Projects to WPS Customers

-New incentives will help WPS customers become more energy independent by using renewable energy-

MADISON, Wis. (Oct. 26, 2009) – Wisconsin Public Service (WPS) customers have the opportunity to become more energy independent with the introduction of three new enhanced financial incentives. The financial incentives are being offered by Focus on Energy, Wisconsin’s statewide energy efficiency and renewable energy resource, in partnership with WPS and are meant to help finance the installation of renewable energy systems for eligible small business and nonprofit customers. To verify eligibility, interested customers must call their WPS Account Executive or the Business Solutions Center at (877) 444-0888.

The following incentives are now available and funds will be awarded on a competitive basis:

- **Nonprofit Match Incentive**

This incentive is designed to encourage renewable installations at highly visible public locations by offering increased financial assistance to nonprofit organizations that install customer-owned solar water heating, solar electric, wind or biomass combustion systems. This incentive, in combination with a standard Cash-Back Reward or Implementation Grant, may cover up to 70 percent of the total system cost.

- **Large Project Grants**

This grant provides financial assistance to small businesses for large scale renewable energy projects that will make a significant impact on Wisconsin’s growing renewable energy market. The grant offers up to \$500,000 for bioenergy, wind and hydroelectric systems and up to \$250,000 for solar electric or solar water heating systems.

- **Commercial Solar Space Heating Grant**

This grant provides financial support for the installation of two types of commercial solar heating technologies: solar make-up air systems or solar space heating systems with summer reheat. Through a Request for Proposal (RFP), Focus on Energy seeks applicants with an ideal site to install, assess, demonstrate and monitor the technical and economic viability of these two technologies. The grant will reward up to 25 percent of the installed project cost for tax-paying entities and up to 35 percent for nonprofits, or a maximum of \$50,000. Focus will pay 100 percent of monitoring and demonstration activity costs and will cost share feasibility studies with clients.

- more -

“We believe there is an emerging demand for renewable energy systems and these financial incentives offer businesses and nonprofits a way to mitigate the effects of fossil-fuel-based energy use, reduce pollution and become more energy independent,” said Don Wichert, program director for Focus on Energy. “As these concerns are becoming more critical in the face of rising energy costs, it is our hope WPS customers will take advantage of these grants and the use of renewable energy in our state will continue to grow.”

To learn more about the available incentives, or to get an application or the RFP, call (800) 762-7077 or visit focusonenergy.com/wps.

About Incentive 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 focusonenergy.com.

###