



focus on energysm

The power is within you.

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

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**Focus on Energy Helps Wisconsin Businesses and Residents
Cut Annual Energy Costs by \$129 Million**

- Energy savings also fuel economic growth and protect the environment -

MADISON, Wis. (October 19, 2006) – Wisconsin residents are continuing to look to Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, for solutions to increased energy costs in their homes and businesses. Since July 2001, Focus on Energy has helped over six hundred thousand residents and businesses save more than \$129 million on annual energy costs with a lifetime dollar value of these energy savings equaling more than \$1.1 billion. The tremendous savings in energy costs are a result of Wisconsin residents and businesses working with Focus on Energy to adopt better energy management practices through the use of energy efficient products and renewable energy sources.

“It is becoming more evident that we may not be able to control energy costs, but we can control the type and amount of energy we use,” said Kimberly Walker, administrator of the Wisconsin Division of Energy, which oversees Focus on Energy. “By taking advantage of the abundant supply of renewable energy sources in Wisconsin, and by continuing to implement energy efficient practices into their everyday lives, residents and business owners can decrease their dependency on fossil fuels, which will ultimately save them money on energy bills and better their bottom line.”

Renewable Energy Increasingly Gaining Acceptance

By offering training, technical assistance, grants and other financial incentives, Focus on Energy’s Renewable Energy Program has made the use of renewable energy much more appealing and practical for Wisconsin residents and businesses. In the program’s Fiscal Year 06, the Focus on Energy Renewable Energy Program witnessed a 59 percent increase of renewable system installations over the program’s last fiscal year. Renewable energy technologies – including bioenergy fuels, solar

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and wind power – have become an increasingly popular and effective way to produce energy for heating water, process heating and cooling, space heating, air conditioning, lighting, refrigeration and powering electric motors and machinery.

Businesses like Kersten Lumber in Birnamwood, Wis. have noticed a significant difference in their energy bill since turning to renewable energy as a way to power their operation. By replacing their natural gas-fired boiler with a wood-fired boiler, Kersten Lumber has seen a savings of \$91,000 a year in fuel and heating costs, which is just a small portion of the \$4 million saved in annual energy costs since the Focus on Energy Renewable Energy Program began.

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 is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents cut their annual utility bills by more than \$129 million – reducing their energy consumption by more than 931 million kilowatt-hours of electricity and more than 47 million therms of natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

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NOTE TO EDITORS: The attached tables provide details about the financial, energy and environmental savings generated by Wisconsin’s Focus on Energy Program.

| FOCUS ON ENERGY BENEFIT DISTRIBUTION BY SECTOR July 1, 2001 – June 30, 2006 | | | | |
|--|-----------------|--------------------|-------------------------|---------------|
| | Business | Residential | Renewable Energy | Total |
| Electricity Kilowatt-hour Savings | 534,671,984 | 358,256,596 | 38,732,150 | 931,660,730 |
| Natural Gas Therms Savings | 37,645,242 | 8,107,549 | 2,129,487 | 47,882,278 |
| Annual Dollar Value of Energy Savings | \$75,593,035 | \$47,049,417 | \$6,538,824 | \$129,181,276 |

To put these savings in to perspective, the total savings to date of nearly 930 million kilowatt-hours (kWh) and more than 47 million therms is equivalent to:

- The amount of energy produced by burning 4,658 rail car loads of coal.
- Meeting the electricity needs of the town of Oconto Falls, Wis. for 93 years.
- The same energy value as 2.6 million barrels of oil.
- The amount of electricity consumed annually by approximately 93,540 average homes in Wisconsin.

| FOCUS ON ENERGY EMISSIONS REDUCTIONS July 1, 2001 – June 30, 2006 | | | |
|--|-------------------------------|--------------------------------------|----------------|
| Nitrogen Oxides | Sulfur Dioxide | Greenhouse Gas Carbon Dioxide | Mercury |
| More than 5.7 million pounds | More than 11.3 million pounds | 2.6 billion pounds | 46 pounds |

NOTES: Nitrogen oxides and sulfur dioxide are considered primary causes of acid rain. Greenhouse gas carbon dioxide is linked to global climate change. Mercury is a neurotoxin, which in low doses, affects the function and development of the nervous system.

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