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**Joe’s Refrigeration Earns Focus on Energy Award
for Excellence in Energy Efficiency**

- Family-owned business recognized for promoting energy efficient equipment to dairy farmers -

WITHEE, Wis. (November 12, 2008)—Joe’s Refrigeration, Inc., a family-owned business that designs and installs custom milking and refrigeration systems for dairy farms, has earned Focus on Energy’s Award for Excellence in Energy Efficiency for its efforts to promote energy-saving, environmentally friendly equipment.

Working in partnership with Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, Joe’s Refrigeration helps dairy producers and processors cut energy consumption and costs by installing efficient equipment such as refrigeration heat-recovery tanks and plate coolers. The resulting savings helps farmers stay profitable and competitive as energy costs continue to rise.

“While milk prices have risen, so too have the costs of feed, fertilizer and fuel. Wisconsin’s dairy industry is important to our economy and we’re glad to help farmers stay competitive,” explained Rich Hackner, sector manager for Focus on Energy’s Agriculture and Rural Business Program. “Joe’s Refrigeration is a great partner and we applaud their efforts to help dairy producers make smart choices that save energy, save money and protect the environment.”

Over the past 50 years, Joe’s Refrigeration has expanded and diversified from its beginnings as a refrigeration business. Over the years, the company branched into the dairy industry, a side of the business that has doubled in the past year as more and more farmers have sought financial savings through energy efficiency.

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“Our partnership with Focus on Energy is a benefit to our customers. It just makes good business sense,” said Steve Frankewicz of Joe’s Refrigeration. “With energy costs rising and no end in sight, we need to do everything we can do to help our dairy customers stay competitive.”

Started in 2001, Focus on Energy offers information, services and financial incentives to help Wisconsin consumers, farmers and businesses live and work more efficiently, and to tap into clean, renewable energy sources such as the sun and wind. Professional energy advisors with the Focus Agriculture and Rural Business Program conduct no-cost, on-site energy evaluations to help dairy farmers and other agricultural customers identify energy-saving opportunities at their properties. Following the assessment, customers receive a report detailing the problems and recommending solutions. At the same time, advisors inform customers of Focus on Energy financial incentives to help them offset the costs of energy efficient equipment upgrades. In addition, Focus on Energy provides support for the greenhouse industry, irrigation, grain drying, vegetable storage and other bio-industries.

“With today’s high energy prices, now is a great time for agricultural businesses to take advantage of Focus services and incentives. No matter what type of farm, whether large or small, Focus and its partners can help agricultural customers select and install energy-saving solutions that reduce costs and increase productivity,” notes Terry Laube, energy advisor for Focus on Energy.

For more information about energy-saving opportunities for farmers, or to learn more about Focus on Energy’s Business Programs, please call Focus on Energy at (800) 762-7077 or visit focusonenergy.com.

About Joe’s Refrigeration, Inc.

Joe’s Refrigeration, located in north-central Wisconsin, is a third-generation family business celebrating its 50th year of operation. In addition to selling and servicing energy efficient equipment for Wisconsin’s dairy farmers, Joe’s Refrigeration offers design and installation services for convenience and grocery stores, and has recently added a third business focused on the design and installation of clean rooms. Joe’s employs a staff of 23.

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 visit focusonenergy.com.