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Milwaukee Area Homeowner To Win a Home Energy Makeover

- Area resident will win an energy efficiency makeover of their home valued at approximately \$20,000 -

MADISON, Wis. (December 27, 2007) – Starting Dec. 31, 2007 through Jan. 17, 2008, Milwaukee area residents can enter to win a Home Energy Makeover, sponsored by Focus on Energy in partnership with WITI-TV FOX 6. The Home Energy Makeover contest will award one lucky winner with energy efficient improvements to their home, including insulation and air sealing, ENERGY STAR[®] qualified appliances and a new HVAC system. The purpose of the prize, valued at approximately \$20,000, is meant to draw attention to the growing importance of energy efficiency.

“As talk of global warming, carbon footprints and energy efficiency dominate headlines and political agendas, many consumers are left to wonder how they can make a difference or if they can be part of the solution,” said Sara Van de Grift, program manager for Focus on Energy’s Residential Programs. “It’s our hope this contest will bring attention to the many things homeowners can do to save energy and make a difference.”

Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, encourages Wisconsin residents to take steps towards lowering their energy consumption by offering educational resources or technical and financial assistance. Whether it’s using compact fluorescent light bulbs (CFLs) or implementing renewable energy systems, Focus on Energy helps Wisconsin businesses and residents reach their energy goals.

Contest Winners

Six finalists will be randomly chosen to receive a home energy evaluation from Focus on Energy’s Home Performance with ENERGY STAR Program, as well as 20 CFLs. The grand prize winner will be announced during halftime of the Super Bowl telecast on Feb. 3, 2008. Once the grand prize winner is announced, their home will begin its energy transformation.

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MILWAUKEE AREA HOMEOWNER TO WIN A HOME ENERGY MAKEOVER
-PAGE 2-

FOX 6's Gus Gnorski will join the homeowners on their journey to energy efficiency, covering such details as the energy evaluation of the home, picking out the new ENERGY STAR appliances and the installation of a tankless water heater. Through each step, viewers will learn how they can benefit from the same improvements to their homes. All the improvements being made to the winner's home are possible because of the following sponsors: ACE Hardware, Carrier, GE, INTECH-Insulation Technologies, New Berlin Heating and Air Conditioning, Pro Serv Plumbing, Heating & Cooling and Takagi Tankless Water Heaters.

How To Enter

Homeowners in Milwaukee, Waukesha, Ozaukee, Racine and Washington Counties are eligible and can enter online at myfocusmakeover.com or by filling out an entry form at the FOX 6 studio at 9001 N. Green Bay Road, Milwaukee.

To find out more about Focus on Energy and its energy saving programs, visit focusenergy.com or call (800) 762-7077.

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 focusenergy.com.

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