



Public Service Commission of Wisconsin

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Focus on Energy Wins Third ENERGY STAR® Sustained Excellence Award *- State's energy efficiency initiative recognized for Products, Homes and Commercial Business Programs -*

MADISON, Wis. (April 15, 2008) – Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, has earned honors for the sixth straight year from the U.S. Environmental Protection Agency (EPA) with the receipt of the 2008 ENERGY STAR Sustained Excellence Award. The award is in recognition of Focus' continued leadership in protecting the environment through energy efficiency programs like the ENERGY STAR Products Program, Home Performance with ENERGY STAR Program, Wisconsin ENERGY STAR Homes Program and the Commercial Business Program.

“Focus on Energy is among the most successful programs of its kind in the country, and it has helped position Wisconsin as a national leader in energy conservation and renewable energy,” said Chairperson Dan Ebert of the Public Service Commission of Wisconsin. “To date, the Focus on Energy program has helped Wisconsin residents save more than \$164 million in annual energy costs, 1.2 billion kilowatt-hours (kWh) and more than 63 million therms. These savings represent a better economy and better environment for Wisconsin's future.”

The 2008 Sustained Excellence Awards are given to a select group of organizations that have exhibited outstanding leadership year after year. These winners have reduced greenhouse gas emissions by setting and achieving aggressive goals, employing innovative approaches, and showing others what can be achieved through energy efficiency. These awards recognize ongoing leadership across the ENERGY STAR program including energy efficient products, services, new homes and buildings in the commercial, industrial and public sectors. Award winners are selected from more than 9,000 organizations that participate in the ENERGY STAR program.

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"We are proud to recognize Focus on Energy's continued efforts with the 2008 ENERGY STAR Sustained Excellence award," said Robert J. Meyers, principal deputy assistant administrator for EPA's Office of Air & Radiation. "Year after year partners like Focus on Energy are examples of the benefits of a long-term commitment to energy efficiency. Their actions are leading the way in saving energy and helping to protect the environment."

Additional Program Information

ENERGY STAR Products Program Raises Customer Awareness of the ENERGY STAR

The Focus ENERGY STAR Products Program is being recognized for its comprehensive market transformation program that involves working with consumers, retailers and manufacturers to encourage the production, sale and purchase of ENERGY STAR qualified appliances and lighting products. With campaigns encouraging the use of qualified products such as refrigerators, dishwashers, clothes washers, ceiling fans, room air conditioners and lighting products, Focus on Energy has helped residents lower their cost of living, improve Wisconsin's environmental health and preserve its natural resources for future generations. In the last year, the program achieved savings of more than \$10 million, 81 million kilowatt-hours (kWh) and 1.5 million therms.

Home Performance with ENERGY STAR Improves More Than 4,500 Wisconsin Homes

Focus on Energy's Home Performance with ENERGY STAR Program is being honored for helping homeowners in Wisconsin make energy efficient upgrades and improvements that enhance home comfort while saving money on utility bills. The program has improved more than 4,500 homes since 2001, playing a key role in transforming the market for energy efficient existing homes in Wisconsin.

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Number of Wisconsin ENERGY STAR Homes Grows

The Wisconsin ENERGY STAR Homes Program works with homeowners, builders and the building industry to construct better homes that are estimated to be 25 percent more energy efficient than homes built to Wisconsin's Uniform Dwelling Code. More than 350 builders across the state are building homes to the Wisconsin ENERGY STAR Homes Program standards.

Buyers of certified Wisconsin ENERGY STAR Homes enjoy peace of mind knowing they have a well-built home that will be comfortable, safe, durable and energy efficient. With the help of several different marketing strategies, the Wisconsin ENERGY STAR Homes Program increased its builder participation, its service availability, consumer awareness and the number of certified Wisconsin ENERGY STAR Homes built to an impressive 8,000 homes.

Commercial Businesses Learn First Steps to Saving Energy and Money

The Commercial Business Program works with businesses in a variety of industries, including restaurants, groceries and convenience stores, healthcare facilities, hotels and office buildings. Focus provides all of these business types with help developing energy management plans, information about energy efficient technologies and research, assistance with working with suppliers and contractors for program implementation and Incentives to keep project implementation costs down.

Specifically, the Commercial Business Program is being recognized in part for reaching out to nearly 200,000 commercial businesses by introducing them to EPA's energy performance rating system as a way to track and assess energy and water consumption across a business or series of businesses. For many businesses, this tracking system is the first step towards recognizing both short- and long-term savings.

"Focus on Energy continues to set an example for other states and energy efficiency programs as a success story for delivering energy savings and energy cost savings," said Dan Ebert, Chairperson of the Public Service Commission of Wisconsin (PSC). "We hope these savings and the success of the program continue to grow as more Wisconsin residents and businesses take advantage of the opportunities available to them through the Focus Programs."

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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 ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy and money, and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit energystar.gov.

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