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FOR IMMEDIATE RELEASE

**Wisconsin Energy Conservation Corporation Wins 2003
Exemplary Program Award**

MADISON, Wis. (April 23, 2004) – The American Council for an Energy-Efficient Economy (ACEEE) has recognized Wisconsin Energy Conservation Corporation (WECC) and its 2003 ENERGY STAR qualified clothes washer promotion as an “exemplary program”. Honored for its effort as an outstanding natural gas efficiency program, WECC’s “Start the Savings Cycle” program promoted the benefits of replacing old, inefficient clothes washers with ENERGY STAR qualified models to residents of Wisconsin and Minnesota.

The “Start the Savings Cycle” campaign, which ran April 15 through July 15, 2003, resulted in more than 18,000 ENERGY STAR qualified clothes washers being purchased through local retailers. ENERGY STAR qualified clothes washers use significantly less water than standard units, and that means big savings on water as well as water heating costs. Since most homes use natural gas for water heating, the 18,000 newly-purchased ENERGY STAR qualified clothes washers will produce savings of more than 3.6 million therms of natural gas over the lifetime of the machines. That’s enough energy saved to heat 3,600 homes for one year. WECC helped make the switch easier by offering a \$100 instant Cash-Back Reward on the purchase of each ENERGY STAR qualified clothes washer.

“Educating consumers on options for making energy efficient choices and encouraging retailers to stock and promote high efficiency equipment are two primary objectives for us,” said Janet Brandt, WECC executive director. “We are very happy with the market share increases for high efficiency clothes washers and to have our successful efforts recognized by the ACEEE.”

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ACEEE, a nonprofit research group based in Washington, D.C., initiated this awards program in 2003 to recognize outstanding natural gas energy efficiency programs and honor the people and organizations responsible for their success. These programs offer concrete examples of how utilities and a variety of non-utility organizations can work with natural gas customers to reduce their energy costs through energy efficiency. With high natural gas prices this heating season, ACEEE encourages wider development and implementation of these kinds of programs to offer relief to customers facing high energy costs.

About the Wisconsin Energy Conservation Corporation

Wisconsin Energy Conservation Corporation is a nonprofit organization based in Madison, Wis. Established in 1980, WECC is a national leader in designing and implementing energy efficiency programs that partner with private businesses to deliver value to consumers. WECC's mission is to ensure that customers are provided with high quality and affordable opportunities to benefit from increased energy efficiency.

About ACEEE

ACEEE is a nonprofit organization dedicated to research and policy development to advance energy efficiency as a means of promoting both economic prosperity and environmental protection. For additional information, visit the Web site: www.aceee.org. ACEEE contacts: Dr. Martin Kushler 517-655-7037; Dr. Dan York 608-243-1123.

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 Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 7,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit www.energystar.gov or call 888-STAR-YES (888-782-7937).

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