

RENEWABLE ENERGY PROGRAM

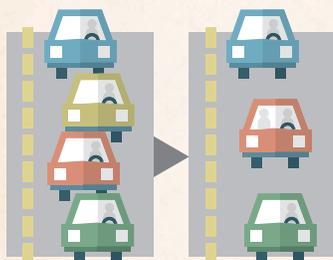
INVEST IN A BETTER ENERGY FUTURE.

IT ONLY TAKES A LITTLE BIT TO START GIVING BACK TO YOUR COMMUNITY.

An extra three dollars, to be exact. Because that's the cost of using one block of renewable energy from wind, solar and biogas resources.

Renewable energy isn't just good for the planet. It can help control our community's energy costs over the long haul. So make an investment in renewable energy. Leave the legacy of a greener world for your community, family and future generations.

WHAT ARE THE BENEFITS? Buying two blocks of renewable energy per month for a year equals:



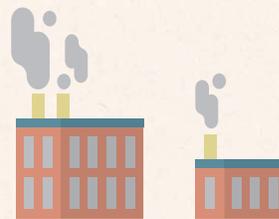
REMOVING ONE CAR FROM THE ROAD

OR



PLANTING 1.2 ACRES OF TREES

OR



PREVENTING OVER 5 TONS OF CO2 EMISSIONS

OR



ELIMINATING THE BURNING OF 3 TONS OF COAL



HOW MUCH DOES IT COST?

Just \$3 per block of renewable energy. About as much as:

GALLON OF MILK · CUP OF COFFEE · MAGAZINE

Each \$3 block of renewable energy you buy is added to your monthly electric bill and ensures 300 kilowatt-hours (kWh) of electricity is generated by renewable resources such as wind, solar and biogas.



IT'S CLEAN.

The more renewable energy we use, the less coal, oil and natural gas we'll burn.

IT'S SUSTAINABLE.

Wind, biogas and solar will never run out – something that's simply not true of conventional resources.

IT'S SMART.

Renewable energy efficiently uses valuable resources and prevents waste.

We believe affordable public power strengthens our community and helps our neighbors. That's why, through WPPI Energy, we're partnering with other local not-for-profit utilities to share resources and lower costs.

The Green-e Energy logo helps consumers easily identify environmentally superior renewable energy options. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

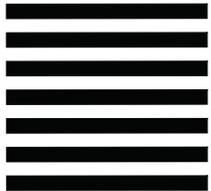


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 636-000 SUN PRAIRIE WI

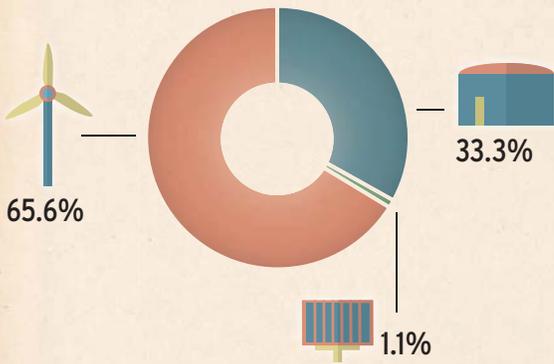
POSTAGE WILL BE PAID BY ADDRESSEE

RENEWABLE ENERGY PROGRAM
PO BOX 922
SUN PRAIRIE WI 53590-9906

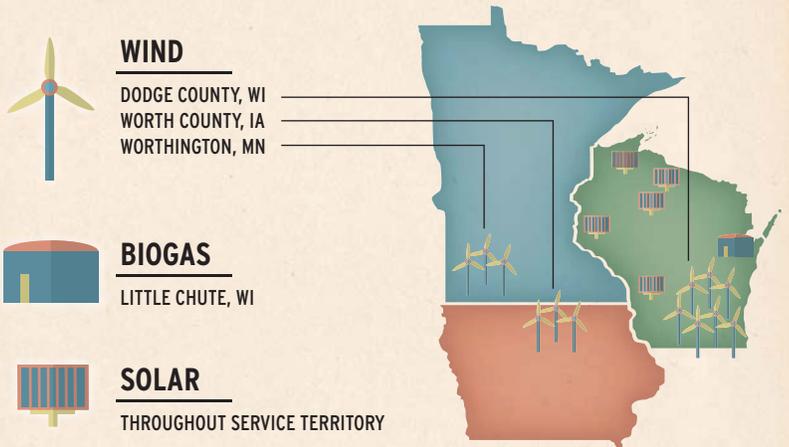


WHERE WILL YOUR RENEWABLE ENERGY COME FROM?

Every block of energy contains a mix of resources



We're harnessing sustainable resources from around the Midwest



There is no special equipment to install, and no change in the way you receive or use energy. You can start (or stop) your participation at any time, and you can use as many blocks of green power as you like. Each one is the equivalent of 300 kilowatt-hours (kWh).

JOINING IS EASY!

SIGN UP TODAY

Fold along dotted lines, tape and mail

I AGREE TO PURCHASE

_____ BLOCKS OF RENEWABLE ENERGY AT \$3.00 PER MONTH, FOR A TOTAL MONTHLY COMMITMENT OF \$ _____. THIS PURCHASE WILL APPEAR AS AN ADDITIONAL CHARGE ON OUR MONTHLY UTILITY BILL. WE UNDERSTAND THAT WE CAN CHANGE OUR PARTICIPATION LEVEL OR CANCEL AT ANY TIME.

NAME _____

EMAIL ADDRESS _____

ADDRESS _____ APT/SUITE # _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____