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**Marketing Campaign is Awarded for Leveraging
Reality TV Craze to Drive Home Energy Efficiency Message**

- Wisconsin's Focus on Energy wins MEEA's Inspiring Efficiency Marketing Award -

MADISON, Wis. (Jan. 9, 2009) – On Jan. 8, 2009, Midwest Energy Efficiency Alliance (MEEA) presented Focus on Energy with its 2009 *Inspiring Efficiency Marketing Award*. The award is given to organizations that have engaged in or supported a marketing campaign, program, strategy or idea that has increased the adoption of energy-efficient products and/or best practices in the Midwest.

MEEA specifically recognized Focus on Energy's *Home Energy Makeover* contest. The contest-driven marketing campaign awarded 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, was meant to draw attention to the growing importance of energy efficiency.

"Our primary goal was to raise homeowners' awareness of how to make their homes more energy efficient," explained Sara Van de Grift, program manager for Focus on Energy's Residential Programs. "We thought a good way to do this would be to combine the allure of reality TV with the nation's growing interest in energy efficiency."

Focus on Energy worked with FOX 6 Milwaukee (WITI-TV) to promote the contest using banner ads, television spots and segments on morning television. The winner was announced during half time of the Super Bowl telecast, and their home's energy transformation was featured during regular morning segments with FOX 6's Gus Gnorski.

Focus on Energy and four other winners were honored at a special *Inspiring Efficiency Awards* dinner and gala on Jan. 8, 2009, as part of MEEA's highly-regarded *Midwest Energy Solutions* conference which took place Jan. 7-9, 2009, at InterContinental Chicago, the first ENERGY STAR certified hotel in Chicago.

To find out more about Focus on Energy and its energy saving programs, visit focusonenergy.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 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 focusenergy.com.

About MEEA – The Source on Energy Efficiency

The Midwest Energy Efficiency Alliance (www.mwalliance.org) is a collaborative network advancing energy efficiency in the Midwest to support sustainable economic development and environmental preservation.

MEEA promotes the market transformation of energy efficiency technologies, processes and best practices within a 12-state area, through policy advocacy, program design and facilitation and piloting of energy technologies. MEEA bridges the gap between policy adoption and program implementation.

Energy efficiency is the critical first step in meeting our nation's myriad energy challenges because of low entry costs, proven and emerging technologies, ease of implementation, fast return on investment and measurable results. Through our diverse network of members and regional allies, MEEA possesses the practical experience and informed vision to effect positive change *today* and by supporting the region's stakeholders to achieve their efficiency goals for the *future*.

For more information about MEEA and the Inspiring Efficiency Awards, contact Stacey Paradis at 312-587-8390, x12 or sparadis@mwalliance.org.

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