

OTHER PROGRAMS & SERVICES FOR LARGE & INDUSTRIAL CUSTOMERS

BACKUP GENERATOR PROGRAMS

Qualifying customers have standby service needs of 500 kilowatts (kW) or more.

Electrical outages are disruptive and can be costly for some businesses. While we work hard to minimize outages; clearing tree branches from electrical wires, keeping our electrical equipment up to date, and protecting our equipment from curious animals, it is not possible to avoid all power outages. Backup generators help ensure uninterrupted power during an electrical outage.

Backup generators can also provide an alternate source of generation during "peak" times when electricity is the most costly to generate.

The Backup Generator Program provides financial incentives or discounted lease arrangements that allow us to call on your standby generator at times of high demand, when power is constrained and pricing is extreme.

We have designed a variety of mutually beneficial arrangements to choose from, so you are likely to find a program that fits the needs of your business.

INFRARED TESTING—FOR INDUSTRIAL CUSTOMERS

This service provides a cost-effective way for industrial customers to conduct routine maintenance to distribution equipment and lines. Infrared testing can identify possible problems before they cause disruptions to your operations and require costly repairs.

METERING & DATA MANAGEMENT

Customers billed under CL&W's Cp-2, Cp-3 or Cp-4 rate (as shown on your monthly utility bill) are eligible for this service.

With this service, we provide equipment and historical data to enable you to track your daily and hourly electrical consumption and evaluate ways to save money by reducing peak load and/or energy consumption.

INTERRUPTIBLE LOAD CREDITS

Qualifying customers are billed under CL&W's Cp-4 rate and have the ability to shed a minimum of 500 kilowatts (kW) of electrical load when notified.

This program provides participating businesses a financial incentive to reduce the strain on the electric system during periods of high demand or extreme pricing. If your business has the ability to shed load upon request during these periods, we can substantially lower your electricity costs.

You would be contacted at least 55 minutes prior to the need to cut energy usage. The need to reduce load most often occurs in the hottest days of summer. Interruptions are limited to no more than 40 hours per month and 300 hours per year.

FIRM STANDBY & MAINTENANCE SERVICE

To be eligible, you must own and operate generating equipment, not less than 1 megawatt (MW) and not more than 50MW, which is used on a regular basis to provide all of the electrical requirements that are not supplied by CL&W.

Large power customers that use cogeneration or onsite generation for their power supply can avoid unanticipated demand charges that can be associated with scheduled and unscheduled outages by participating in this program. As a participant, you enter into a long-term service agreement that enables you to purchase reserve capacity at a wholesale rate.

Standby Service is available every month. Maintenance Service is available only during October through April.

MARKET-BASED PRICING: CURTAILABLE OPTION

To be eligible for this credit, you must be billed on CL&W's Cp-4 rate (as shown on your monthly utility bill), have an average monthly peak demand of 5,000 kilowatts (kW) or greater, and a firm load of 2,000 kW or greater that you are able to curtail during emergency situations.

This pricing option gives large retail electric customers the option (but not the obligation) to curtail load at periods of high daily or hourly electricity prices, in exchange for a payment tied to the market price of energy at the time the customer curtails load.

OTHER PROGRAMS & SERVICES FOR ALL BUSINESS CUSTOMERS

LAMP RECYCLING

A variety of lamps and bulbs contain toxic heavy metals, such as lead and mercury, that can harm the environment if proper lamp disposal methods are not used. If you'd like help finding a reputable recycling provider, please contact us.

POWER QUALITY SERVICE

Power quality resolution services and monitoring are available for facilities experiencing voltage sags or spikes, momentary power interruption, nuisance tripping, frequent motor failures, harmonic distortion or other disturbances.

Our power quality service will help you identify electrical problems at your facility, determine the causes and provide you with recommended, cost-effective solutions.

This service is available to all business customers, regardless of size. Customers with an average monthly peak demand of 500 kilowatts (kW) or greater are also eligible for technical support grant funding.



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Your Guide to PROGRAMS AND SERVICES



For Business Customers of:



Welcome!

Making changes to reduce energy consumption is a smart move – and we can help! As a business customer of Cedarburg Light & Water, you are eligible for a variety of rewards and incentives for energy efficiency improvements. We also offer a variety of other programs and services that may be of interest to you.

Highlights are outlined in this guide. If a specific incentive, program or service is of interest, please contact us or Focus on Energy to learn more about how the program might help your business.

These programs are brought to you by Cedarburg Light and Water, WPPI Energy (Cedarburg's power supplier), and through our participation in Focus on Energy.

Further details on programs administered by CL&W and WPPI Energy can be found at:

www.cedarburglightandwater.com

To talk with us about a program, we can be reached at:

cedarburgutility@wppienergy.org

262-375-7650

N30 W5926 Lincoln Blvd., Cedarburg

Further details on programs administered by Focus on Energy can be found at:

www.focusonenergy.com

To talk with someone at Focus on Energy, please call:

800-762-7077

Specific terms, conditions and eligibility requirements apply and are available through the contact information above.

Programs occasionally change and may differ from the information provided in this brochure. For updated program incentives and specific details on how to qualify, please visit the web sites shown above or contact CL&W and/or Focus on Energy directly.

ENERGY EFFICIENCY PROGRAMS

EFFICIENCY IMPROVEMENT INCENTIVES FOR SMALL & MEDIUM SIZED BUSINESSES

Looking to make an energy efficiency improvement in your office, store, shop or any other kind of business? Maybe we can help with the evaluation and a financial incentive to reduce the up-front project cost. Give us a call at CL&W to discuss your project.

EFFICIENCY IMPROVEMENT INCENTIVES FOR LARGE BUSINESSES

Qualifying businesses must have a peak demand greater than 200 kilowatts (kW). Public and private school facilities are also eligible.

Most businesses have the opportunity to lower their energy costs and increase facility comfort or productivity through energy efficiency measures. However, not all have the resources to make these improvements a reality. We can help you arrange for cash incentives that will enable your business to invest in efficiency improvements.

Eligible measures include, but are not limited to lighting, HVAC motors and drives, compressed air systems, electric chillers, food service measures, agricultural process equipment, special measures and energy efficiency studies.

NEW CONSTRUCTION DESIGN ASSISTANCE PROGRAM

A construction project is the ideal time to design and build for energy efficiency, peak load reduction, improved systems performance and greater comfort. This program assists prospective building owners and developers, design professionals and construction contractors in delivering high-performance buildings that will achieve these benefits.

RFP FOR ENERGY EFFICIENCY

This program seeks large efficiency projects resulting in 150,000 kilowatt-hours (kWh) or more in annual energy consumption reductions, and/or 25 kilowatts (kW) or more of electrical demand reduction.

Qualifying customers submit proposals for cost-effective, energy-saving upgrades to equipment and systems. Through a competitive bidding process among applicants from WPPI Energy member communities, electric customers compete against other energy efficiency project proposals for available funding. A total of \$250,000 is available each round for retrofit and new construction projects.

SHARED SAVINGS PROGRAM

This program is designed to help local businesses overcome initial cost barriers to energy-efficiency projects by providing up-front capital. You may receive \$2,500 to \$50,000 to implement qualifying energy efficiency improvements or advance energy cost savings. You would then repay the funding through installments on your monthly utility bill. Customers often find that the payments are less than the energy cost savings, resulting in a positive cash flow. Give us a call to discuss whether your project is eligible for this 2% APR resource.

STUDY GRANTS

Qualifying customers must have a peak demand greater than 200 kilowatts (kW). Public school facilities with peak demand less than 200 kW are also eligible.

Efficiency studies, engineering studies or other feasibility analyses can provide you with a clear plan for implementing specific energy efficiency or energy conservation measures. This program helps offset the cost of these studies.

VENDING MISER CONTROLLER PROMOTION

By installing a power controller on your cold beverage vending machine, energy consumption is reduced an average of 46%, representing a savings of approximately \$150 per machine annually. Maintenance savings are estimated at \$40-\$80 per year as well.

The Vending Miser is a plug-and-play device that installs easily, either on the wall or on the vending machine. We make it easy and affordable.

MUNICIPAL BUILDING ENERGY AUDITS & IMPROVEMENTS

Municipal buildings are eligible to receive a comprehensive energy audit to identify cost-effective energy saving opportunities. Financial assistance is also available to help fund and finance improvements.

FOCUS ON ENERGY PROGRAMS

As a customer of CL&W, you have access to a broad selection of programs and services from Wisconsin's Focus on Energy. This state-wide initiative helps utility customers reduce their energy use and install cost-effective energy efficiency and renewable projects.

Focus on Energy helps businesses make smart, energy-efficient decisions. Eligible businesses may take advantage of energy-saving strategies, financial rewards and/or training services.

Even simple, energy-saving measures can make a difference in your bottom line. Focus on Energy offers practical advice for commercial businesses, industrial businesses, and multi-housing units, schools and government facilities—including no-cost, low-cost and moderate-cost options that can help minimize the impact of rising energy costs.

Focus on Energy offers financial incentives for installing qualifying energy efficiency measures. These measures include a variety of technologies such as energy-efficient lighting, motors, compressed air and HVAC equipment.

Financial Incentives Available in the Following Areas:

Agriculture

Apartment & Condo

Commercial Business

Industrial Business

Renewable Energy Assessments and Incentives

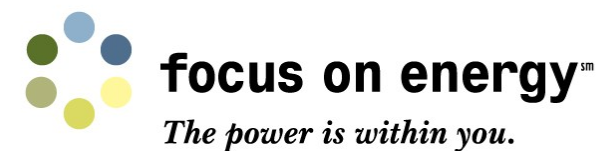
Education and Training

Equipment and Systems

- ◆ Boilers
- ◆ Commercial Refrigeration
- ◆ Compressed Air
- ◆ Food Service
- ◆ HVAC
- ◆ Lighting
- ◆ Motors and Variable Frequency Drives
- ◆ Data Centers
- ◆ Specialty Measures

HOW TO GET STARTED

Call (800) 762-7077 or visit www.focusonenergy.com.



RENEWABLE ENERGY PROGRAMS

SOLAR BUY-BACK ENERGY

Solar systems, even small-scale systems, can pay for themselves over time, saving energy and money. This program accelerates the payback period by offering qualifying participants a financial incentive for investing in solar photo voltaic (PV) energy.

For approved participants, we will purchase 100% of the renewable energy from the solar PV project, under a 10-year contract, paying 30 cents per kilowatt-hour (kWh) of solar PV power.

This buy-back program is made available to help encourage the development of locally sited and operated renewable energy demonstration projects. Over time, we believe solar and other renewable systems will be more prevalent as homeowners and businesses incorporate clean energy sources into the power supply and lessen our dependence on fossil-based fuels.

GREEN POWER FOR BUSINESS

Green Power for Business provides a simple way for your business to support the use of renewable energy.

Renewable energy is clean, sustainable, and forward-thinking. Our renewable energy comes from a variety of nearby renewable resources, including wind, biogas and solar energy. We have access to this diverse renewable energy portfolio through our membership in WPPI Energy, a regional power company.

Through Green Power for Business, you can contribute to a cleaner environment and sustainable energy future. "Buying green" is also good for business. Studies show that people have a more favorable view of — and are more likely to buy from — companies that take concrete steps to protect the environment. Your support for renewable energy would demonstrate environmental leadership and enhance your image among customers, employees and community members.

As a participant, you'd choose how many 300 kilowatt-hour (kWh) blocks of renewable energy you'd like to purchase. Participation adds \$3.00 per block to your monthly utility bill.

Our renewable energy program is Green-e Energy certified, giving you confidence in your purchase. When you purchase Green-e certified energy through the Green Power for Business program, your organization may be eligible for Green-e logo use through Green-e Marketplace. This highly regarded program helps communicate your environmental leadership to customers, employees and others.

PUBLIC SCHOOL AND MUNICIPAL RENEWABLE ENERGY GRANTS

Grants are available for the installation of solar, wind or other approved renewable energy equipment to be utilized by the Public Schools or Municipality. Equipment will assist in demonstrating these energy-saving technologies for the community.

