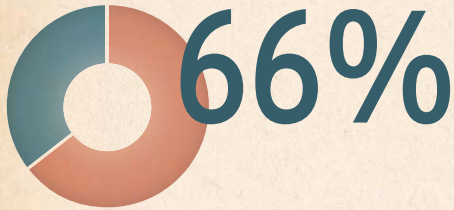


RENEWABLE ENERGY FROM GREEN POWER FOR BUSINESS

IT'S THE BIGGEST \$3 INVESTMENT YOU'LL EVER MAKE



OF SOCIALLY-CONSCIOUS CONSUMERS IDENTIFIED ENVIRONMENTAL SUSTAINABILITY AS A CAUSE COMPANIES SHOULD SUPPORT *NIELSEN REPORT, 2012

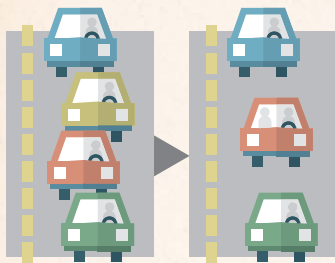
IT ONLY TAKES A LITTLE BIT TO START GIVING BACK TO YOUR COMMUNITY.

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 is good for the planet and can control our community's energy costs over the long haul. It is also good for your businesses image. So make an investment in renewable energy. Your customers will appreciate it now...and for years to come.

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 a renewable resource.

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



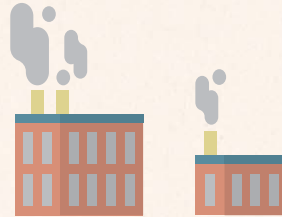
REMOVING ONE CAR FROM THE ROAD

OR



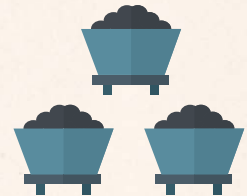
PLANTING 1.2 ACRES OF TREES

OR



PREVENTING OVER 5 TONS OF CO2 EMISSIONS

OR



ELIMINATING THE BURNING OF 3 TONS OF COAL

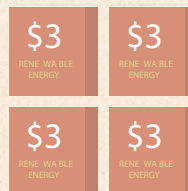


BOB'S DONUTS SHOP: A TYPICAL SMALL BUSINESS

uses anywhere from 1,200 kWh - 1,500 kWh per month in electricity.



BOB'S DONUTS USES 1,200 kWh/MONTH
4 ENERGY BLOCKS KEEP HIS SHOP GREEN



JOINING IS EASY.

There is no special equipment to install, and no change in the way your business receives or uses 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).



BOB IS CONFIDENT IN THE CERTIFIED RENEWABLE ENERGY THAT HE PURCHASES

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.





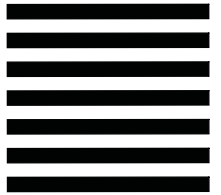
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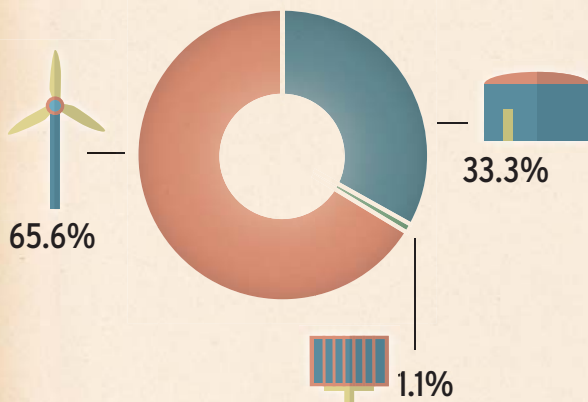
POSTAGE WILL BE PAID BY ADDRESSEE

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

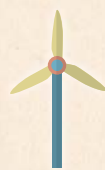


WHERE WILL YOUR RENEWABLE ENERGY COME FROM?

Every block of energy contains a mix of resources



We're harnessing sustainable resources from around the Midwest



WIND

DODGE COUNTY, WI
WORTH COUNTY, IA
WORTHINGTON, MN



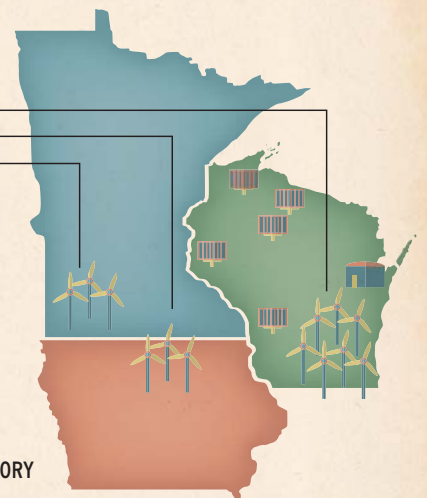
BIOGAS

LITTLE CHUTE, WI



SOLAR

THROUGHOUT SERVICE TERRITORY



SIGN UP TODAY

WE 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. THERE IS NO MINIMUM CONTRACT LENGTH OR FEE FOR TERMINATION.

NAME OF CONTACT PERSON

EMAIL ADDRESS

Fold along dotted lines, tape and mail

BUSINESS/ORGANIZATION NAME

ADDRESS

APT/SUITE #

CITY

STATE

ZIP

PHONE NUMBER

Interested in purchasing 100 blocks or more? Be sure to ask your Energy Services Representative about our discounted rate for large purchases.

RENEWABLE ENERGY FROM GREEN POWER FOR BUSINESS

IT'S THE BIGGEST \$3 INVESTMENT YOU'LL EVER MAKE

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—affordable, sustainable, “does the planet good” energy from wind, solar and biogas resources.

Of course, renewable energy isn't just good for the planet. It can help control our community's energy costs over the long haul. And studies show that consumers are more likely to buy products and services from companies who care about the environment.

So make an investment in renewable energy. Your customers will appreciate it now... and for years to come.

WHY RENEWABLE ENERGY?

IT'S CLEAN. And the more renewable energy we use, the less coal, oil and natural gas we'll burn. Which can have a dramatic effect on the air we breathe. In fact, using just one \$3 block of renewable energy each month keeps so much destructive carbon dioxide out of the air, it's like not driving your car for six months.*

IT'S SUSTAINABLE. Wind, biogas and solar will never run out—something that's simply not true of conventional resources. And because it is produced here at home, renewable energy can increase our energy independence.

IT'S SMART. Renewable energy isn't just good for your organization's image. In time, the increased use of renewable resources should buffer the US economy from big swings in the cost of coal, oil and gas. Plus, every dollar you spend on renewable energy gets reinvested in new, energy-efficient alternatives that will help control energy costs in the future.

JOINING IS EASY

Don't worry. There is no special equipment to install, and no change in the way your organization receives or uses 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), so a few blocks every month could almost run your business.

*Source: The US Environmental Protection Agency. Visit www.epa.gov.

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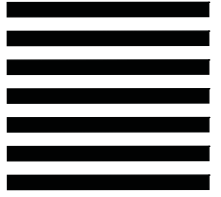


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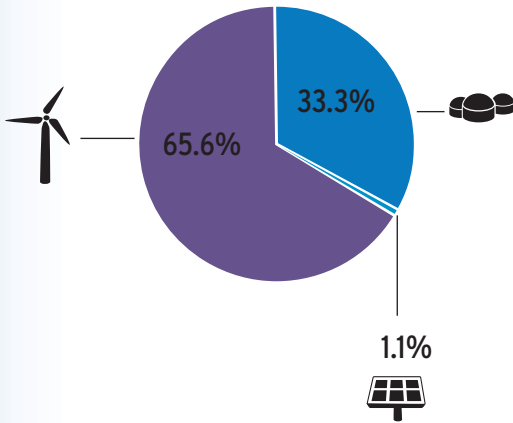
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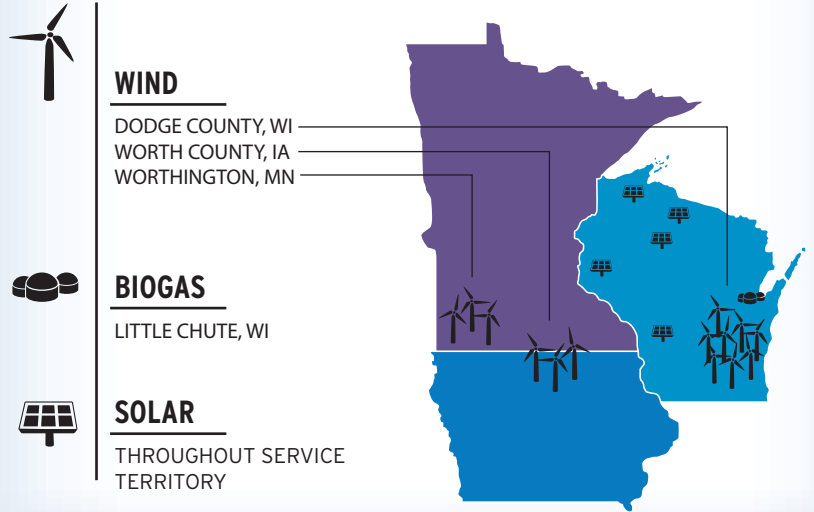


WHERE WILL YOUR RENEWABLE ENERGY COME FROM?

Every block of energy contains a mix of resources



We're harnessing sustainable resources from around the Midwest



SIGNING UP TODAY

Fold along dotted lines, tape and mail

YES, WE'D LIKE TO

DEMONSTRATE OUR COMMITMENT TO A CLEANER ENVIRONMENT AND A SUSTAINABLE ENERGY FUTURE. PLEASE ENROLL OUR ORGANIZATION IN GREEN POWER FOR BUSINESS AT THE MONTHLY LEVEL INDICATED BELOW. WE UNDERSTAND THAT WE CAN CHANGE OUR PARTICIPATION LEVEL OR CANCEL AT ANY TIME.*

WE 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.

Interested in purchasing 100 blocks or more? Be sure to ask your Energy Services Representative about our discounted rate for large purchases.

* There is no minimum contract length or fee for termination.

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