

Energy Efficiency as an Investment

In today's uncertain economy, it may be difficult to locate a safe place in which to invest your dollars for a positive return. An investment in energy efficiency can increase home equity, lower your energy bills immediately, recoup your investment and still have a positive impact on the environment.

Small investment, big return (up to 75%)



If you haven't already done so, replace your incandescent lightbulbs with compact fluorescent (CFL) bulbs. CFLs are 3 times more efficient than standard incandescent bulbs and last 10 times longer – yields as much as 75% return on your investment.

Focus on Energy offers a \$2 cash-back reward for every ENERGY STAR® CFL you buy, up to a maximum reward of \$12 per household. CFLs are available in many

sizes, shapes and color configurations. Visit MGE's Web site at mge.com/lighting to learn how to compare.

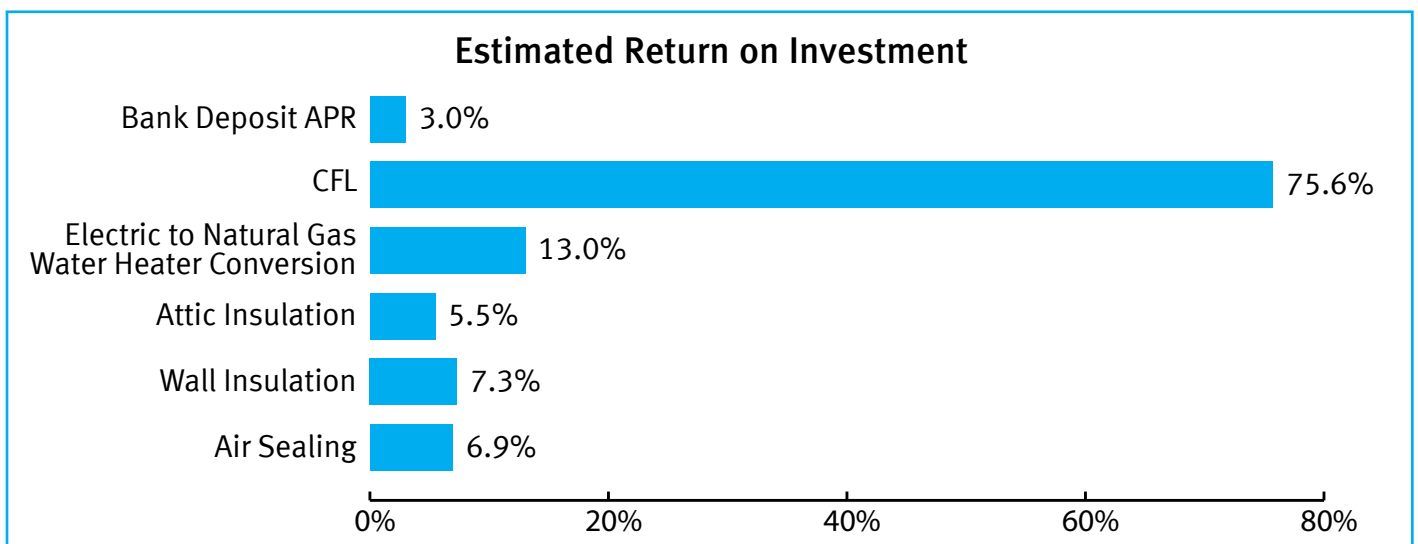
Switch and save, potentially 10% to 12% return

Water heating is a major energy user in most homes. If you have an electric water heater, now is an excellent time to make the investment and switch to natural gas. Most homes in the Madison area already use natural gas for space heating. The cost to add piping, appropriate exhaust venting and a new gas water heater will typically be recovered through energy savings during the life of that water heater, and even more savings will occur with subsequent heaters.

If you install a new, very efficient water heater in 2009, you may be eligible for a \$300 federal tax credit. In addition, Focus on Energy offers a \$250 cash-back reward for switching from electric to gas water heating plus additional cash back for an efficient water heater.

(continued on reverse)

Compare your return on investment



Learn more about water heaters and how to choose which type of water heating is best for you at mge.com/waterheaters.

Get more information about potential tax credits at: mge.com/savemoney.

Tighten up for comfort and savings - equal to a 5% to 7% return

Sealing your air leaks and insulating your walls, attic and sill box are other excellent investments. With a reasonable up-front investment, you should see a 5% to 7% return.



Look for hidden leaks in your attic, basement and crawlspace. Seal the leaks with appropriate caulk, spray foam or flexible sheet metal, then insu-

late. Areas around recessed lights, pipes, the chimney and dryer vent are commonly overlooked, energy-leaking gaps.

Consider investing in a Focus on Energy home energy audit to identify what you can do to see the best return on your investment. The “Home Performance with ENERGY STAR” program also offers Cash-Back Rewards for many types of work including insulation and air sealing.

Learn more about air sealing and insulating at: EnergyStar.gov/homeimprovement (http://www.energy-star.gov/index.cfm?c=home_sealing.hm_improvement_sealing).

We can help

Every home is different. Your situation may yield more or less savings than our example. Call MGE’s Home Energy Line at (608) 252-7117 to discuss your situation. We’ll be happy to help you decide where to start.

Visit mge.com/myaccount to calculate your home heating rating to see if you have potential for significant savings. If your home is already in the excellent range, you have fewer opportunities for reducing your heating bill.

For more information

Visit Focus on Energy at www.focusonenergy.com/incentives