

**CDW Corporation purchases
100% green power
for its Madison-area
data centers**



CDW Corporation is committed to the communities where its customers and coworkers live and work. That commitment includes making an effort to help protect the environment.

Purchasing renewable energy is one way CDW is taking action. The company joined Madison Gas and Electric's expanded **Green Power Tomorrow** program in 2008, signing up at the 100% level. That means CDW purchases the equivalent of 100% of the energy use at its Madison-area data centers as renewable energy from wind and customer-owned solar-electric systems.

CDW believes it has a responsibility to do its part to take care of the environment. As an energy-intensive business, buying green power is an effective tool for CDW – a very appropriate way to reduce its carbon footprint.

Projections show CDW will use nearly 12 million kilowatt-hours of electricity per year to power its Madison-area data centers. By choosing green energy to meet those needs, CDW will offset more than 12,000 tons of carbon dioxide (CO₂).



Each year, CDW Corporation's participation in Green Power Tomorrow is expected to eliminate about:

- 12,649 tons of carbon dioxide.
- 65,000 pounds of nitrogen oxides.
- 139,000 pounds of sulfur oxides.
- 8,562,207 tons of coal.

This is equal to the annual CO₂ emissions from about 1,500 average homes in Madison.

CDW often goes above and beyond to meet the needs of its customers. Buying renewable energy is a way to add value for them.



Madison-area data centers

5520 Research Park Dr., Madison
5515 Nobel Dr., Fitchburg

CDW Corporation's corporate headquarters is located in Vernon Hills, Ill. CDW has offices in Madison and various other locations across the United States and Canada.

Number of coworkers in the Madison area
500+

Business description

CDW is a leading provider of technology solutions for business, government and education. The company offers technology products and services, unified communications, security, remote-managed services, virtualization and optimization. CDW's data centers provide co-location and Web site hosting services to customers worldwide.

Many businesses want to make socially responsible choices and improve their environmental footprint. CDW believes it can be a component of that strategy. When CDW hosts customers' systems in its Madison-area data centers powered by green energy, it helps those customers achieve their environmental goals too. It is a win-win scenario.

Full participation in **Green Power Tomorrow** is expected to add about 12% to CDW's annual electric costs. Green power costs more, but CDW is confident this is the right option. The company values its location in the Madison area and having a strong partner like MGE that cares about the environment and develops opportunities for customers to make a difference.

Coworkers are on board

CDW coworkers have different backgrounds and cover a range of ages, but many of them share the desire to make green choices and preserve the environment. The day CDW announced its participation in **Green Power Tomorrow**, management received many e-mails from coworkers explaining how

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CDW makes green choices at the management level but also wants all coworkers to have opportunities to do the same. The company launched a program this year to encourage coworkers to reduce, reuse and recycle materials at work and home.

“Be Green’ is a grassroots effort,” said Lisa Reinard, who coordinates the program at CDW. “Participation is voluntary, but we are seeing great interest from coworkers across the company, with very active involvement from our Madison location.”

Recycling bins are available around the company. Coworkers also received recycled water bottles they can reuse. A Be Green newsletter is being developed to provide “green” education.

Learn more

MGE kicked off its expanded **Green Power Tomorrow** program in 2008.



This opportunity offers significantly more renewable energy for customers to buy. If you would like to learn more or sign up for **Green Power Tomorrow**, visit mge.com/greenpower. You also can call the MGE Business Energy Line at (608) 252-7007.