



Green Power Tomorrow Buy green power for your business

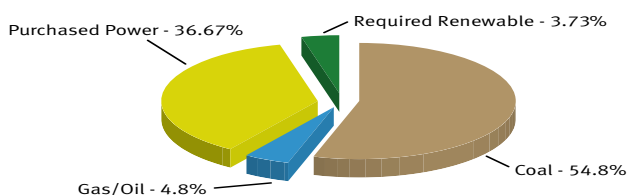


A cleaner environment depends on making green power a larger portion of our electricity supply. All Wisconsin utilities must provide a small percentage of their electricity from renewable energy sources to meet state requirements (see Charts 1 and 2). This requirement calls for 10% by 2015.

Many of our customers have asked to go beyond the minimum requirement. Green Power Tomorrow is your option to do more.

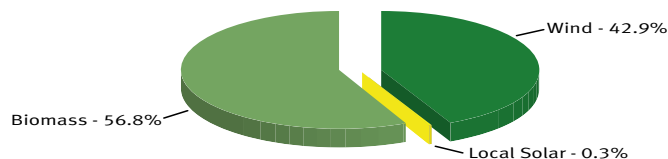
Now you can add renewables to your energy mix by paying a premium to go above state standards for green power. An average small business can offset all of their carbon dioxide emissions from electricity use for about \$32.50 more each month.

Chart 1: Here's where our electricity comes from now*



*Projected electricity fuel sources for 2012

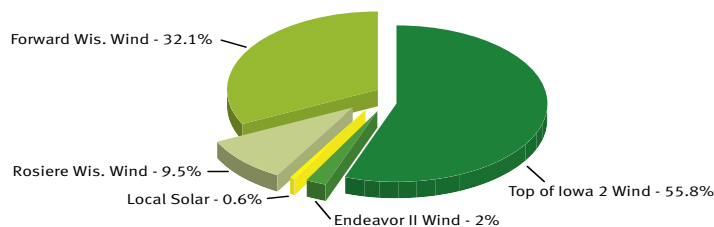
Chart 2: Our required renewable category is made up of these components



Green Power Tomorrow is supplied from five electricity resources

Here's our Green Power Tomorrow mix

If you buy at the 100% level this is what your mix looks like.



- *Rosiere wind farm in Kewaunee County, Wis.* This MGE wind farm has been generating electricity since 1999, serving 4,300 of our wind power customers.
- *Northern Iowa Windpower II in Worth County, Iowa.* This is a purchase of 30 megawatts of new wind power from the Top of Iowa wind farm. Northern Iowa Windpower II is a wholly owned subsidiary of Iberdrola Renewable Energies USA. Iberdrola is the largest owner of renewable energy generation in the world.
- *Forward Energy wind farm in Dodge and Fond du Lac counties, Wis.* MGE has signed agreements to purchase a portion of the green energy generated at this 200-megawatt wind farm. It is owned and operated by Invenergy, a Chicago-based electricity generation developer.

(continued on reverse)

- *Endeavor II Wind Energy Center in Osceola and Dickson Counties, Iowa.* This purchase of new wind power from a project owned by NextEra Energy Resources was added in late 2008.

- *Solar energy supplied from photovoltaic systems in Dane County, Wis.* MGE is working with business and residential customers to develop solar panel installations throughout our area. The green power produced by these panels is a part of the electricity supplied through Green Power Tomorrow.

Green power has important benefits

By adding more renewable energy to our electricity supply, we can:

- Reduce global climate change.
- Reduce the environmental impacts of developing fossil fuel resources.
- Reduce our dependence on scarce energy sources.
- Reduce our dependence on foreign energy resources.

Buy green power for your business

Choose to purchase as a percent (1% to 100%) of your energy use. Or, choose a fixed amount designed to fit your budget. You will be billed an extra \$0.025 per kWh* based on the amount you choose.

It's easy to sign up for Green Power Tomorrow. Just visit mge.com/greenpower and complete the online form. You may also sign up by phone. Call the MGE Business Energy Line at (608) 252-7007.

Want to learn more?

MGE has an online Web channel called Green View. Learn more about other businesses and families who have signed up for green power. Interact with our green power experts and exchange opinions and ideas with people who are interested in protecting our environment. Visit mge.com/greenview.



Marketplace is our online resource for green businesses in the Madison area. If you want to buy from businesses who buy green power, this is the place to go. Listings are open to all Green Power Tomorrow business customers. Visit mge.com/marketplace.



*This cost reflects the Green Power Tomorrow rate effective Jan. 13, 2011. We will notify you in advance if the cost changes. You may change your participation level at any time.