



Green Power Tomorrow Buy green power for your home

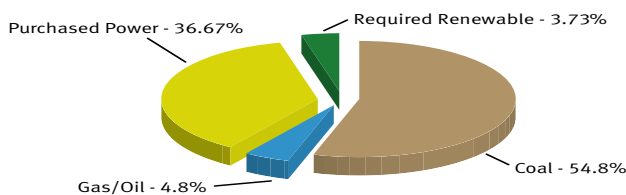


A cleaner environment depends on making green power a larger portion of our electricity supply. All Wisconsin utilities must provide a small percentage of their electricity from renewable energy sources to meet state requirements (see Charts 1 and 2). This requirement calls for 10% by the end of 2015.

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

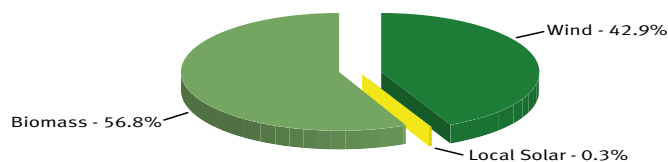
Now you can add renewables to your energy mix by paying a premium to go above state standards for green power. You can choose to offset 100% of the carbon dioxide emissions from your electricity use. For an average household the cost is an extra \$13.75 per month.

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



*Projected electricity fuel sources for 2012

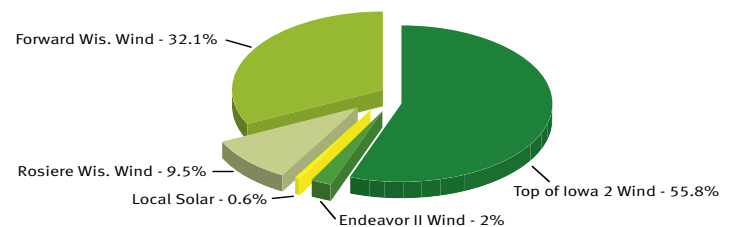
Chart 2: Our required renewable category is made up of these components



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 home

You can select the level of renewable, green energy you would like. You will be billed the additional amount each month.

- Choose to purchase as a percent (1% to 100%) of your energy use, billed at \$0.025* extra per kWh.
- Or, choose a fixed monthly amount (\$5, \$10, \$15, \$20), not to exceed your actual energy use each month.*

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 Home Energy Line at (608) 252-7117.

Learn more



Find out more about Green Power Tomorrow and the families and businesses that participate at mge.com/greenview. It's our green power Web channel.

Buy from green power businesses



Businesses who buy green power are listed in our new online resource, Marketplace. If you would like to use a business that supports green power, you can find them here. 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.