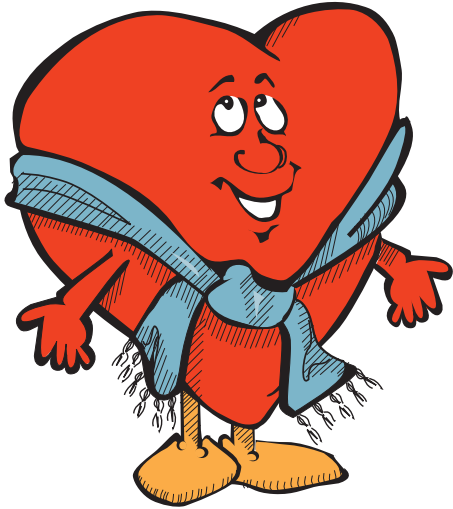


Support the Energy Fund.



Warm hands,
warm hearts.

Help local people facing tough financial situations.

With your support, needy area families and individuals will have money to pay for their heat. One hundred percent (100%) of your donation to the Energy Fund goes directly to help people in our area.



Individuals and families—crisis victims, the elderly and disabled—are helped by the Energy Fund.

What is the Energy Fund?

- Donations come from MGE customers, shareholders and employees.
- MGE shareholders pay the administrative costs of this fund. A nonprofit agency distributes the money.
- Contributors' names are kept confidential.

Who does the Energy Fund help?

Families and individuals who, because of unfortunate events, find it impossible to cover basic living costs. Their difficulties may be caused by medical bills, job loss or other emergencies. They may work for low hourly rates or live on a fixed income.

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Printed on recycled paper.

How can you help?

Please make a monthly or a one-time donation by doing one of the following:

- Complete and return the coupon below with your bill payment, or
- Send the completed coupon to:
Madison Gas and Electric Co.
P.O. Box 1231
Madison, WI 53701-1231

or,

- Go to www.mge.com/energyfund to set up a monthly donation.

Need more information?

- For more information or to apply for an Energy Fund grant, call 252-7272 or 1-800-245-1125.
- Visit www.mge.com/energyfund

Energy Fund

Your donation to the Energy Fund is tax-deductible.

RETURN THIS PORTION

40-242-810

Name _____

Address _____ City _____ ZIP _____

One-Time Donation

You may pay your bill and make a donation with just one check.

My one-time donation to the fund is \$ _____

My energy bill payment is + \$ _____

Enclosed is a check for a total of = \$ _____

Monthly Donation

Please add this amount to my energy bill each month. (The amount will appear on your next bill and continue to appear until you notify us of a change.)

\$2 \$5 \$10 \$15 \$ _____