



FOR IMMEDIATE RELEASE

Successful Energy Efficiency Program Coming to Iowa to Help Schools Save Money in Tough Economic Times

Ames, Iowa (April 1, 2009) – A program proven to help K-12 schools reduce energy use and save money by instilling energy-conscious habits is coming to Iowa.

Krell Energy Efficiency, LLC (Krell Energy), in partnership with Minnesota-based Energy Efficiency Programs, Inc., announced plans today to launch Schools for Energy Efficiency® (SEE) in the state. The program, already in use in school districts in Minnesota, Louisiana and New Jersey, has effectively cut energy use by an average of 13 percent and saved districts more than \$15 million in avoided energy costs since it was first launched in 2003.

The program's complete details were presented today to a gathering of approximately 30 superintendents representing districts in the Grant Wood Area Education Agency, the first AEA to be offered the program.

As part of the Iowa kick-off, Krell Energy also announced that Iowa's three investor-owned utility companies – Interstate Power and Light (IPL), an Alliant Energy company; MidAmerican Energy; and Black Hills Energy – will sponsor a pilot incentive program that offers a significant rebate to Grant Wood AEA school buildings that they serve. This rebate may cover as much as 50 percent of the program enrollment costs for buildings that enroll in SEE between April 1 and May 15, subject to available funds.

SEE combines an effective awareness campaign with hundreds of low- and no-cost operational strategies, and involves individuals at every level in the school system. "SEE focuses on people – on changing their behavior and instilling habits that are going to reduce energy use in schools," says Dr. Mary Schon, Krell Energy's program manager. "Those habits, of course, follow everyone out of the schools and into their homes and communities."

Since 2003, nearly 600 buildings within 31 school districts have participated in SEE and have experienced a significant return on their program investment. Moreover, 15 participating districts and more than 100 school buildings have gained local and national recognition after receiving federal Energy Star® awards for their outstanding efficiency improvements.

Krell Energy is excited to bring together a focused and committed group of organizations to implement this award-winning program in Iowa. Utility company sponsorship, combined with the cooperation of the Iowa AEAs, allows all parties involved to offer a winning strategy to superintendents looking to cut costs in today's tough economic climate.

About SEE: Schools for Energy Efficiency®, a comprehensive program for K-12 schools to save energy and money by changing behavior throughout the district, was developed by Hallberg Engineering, Inc., a Twin Cities-based mechanical and electrical engineering firm. Today, the program is owned by Hallberg's sister company, Energy Efficiency Programs, Inc. SEE provides a multi-year plan with strategies for efficient operations, energy awareness materials for staff and students, ongoing training and utility tracking for immediate and sustainable savings. For more information, visit: www.seeprograms.com.

About Krell Energy: Krell Energy is dedicated to supporting programs and initiatives related to energy and education. Headquartered in Ames, Iowa, Krell Energy was established in collaboration with the Krell Institute to implement energy- and cost-saving programs for schools, industry and other institutions. For more information, visit www.krellenergy.com.

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