



NEWS RELEASE

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Generation for Generations DAIRYLAND POWER'S 67TH ANNUAL MEETING HIGHLIGHTS

LA CROSSE, WI— More than 700 delegates and guests attended Dairyland Power Cooperative's 67th Annual Meeting at the La Crosse Center earlier today.

The theme of the meeting was "Generation for Generations." Since 1941, Dairyland has been committed to reliably meeting energy needs while addressing environmental and economic concerns, and will continue to do so for future generations. William Berg, Dairyland President and CEO, illustrated how Dairyland has kept that commitment through the generations—from the early years when the utility was the first to bring electric light and heat to local rural communities to today's investments in renewable energy and state-of-the-art efficient power plants.

"When we look back on Dairyland's history, we see that our cooperative built and planned not only for the present, but always also for the future. Our philosophy has been to always make things better by what we do, and build on what we have done in the past," said Berg.

During his speech, Berg announced Dairyland's new contract with DTE Energy Services for 40 megawatts of biomass renewable energy generation. "This major initiative will effectively double Dairyland's renewable energy portfolio when it comes online in 2010," said Berg.

Charlie Schrock, President, Wisconsin Public Service Corp., (WPSC), addressed the audience on the new Weston 4 power plant, of which Dairyland has a 30 percent share. Construction is nearly complete on the approximately 531 megawatt Weston 4 power plant being built by WPSC near Wausau, Wis. The plant will implement clean coal technology and feature sophisticated controls while providing the baseload power generation crucial to maintaining a reliable supply of electricity. Commercial operation is on schedule for later this month.

Dr. Don Huff, Dairyland Director, Environmental Affairs, discussed Dairyland's environmental policy, stewardship and the regulatory climate as it pertains to environmental issues. Dairyland Senior Biologist John Thiel gave a presentation on a major fish habitat stewardship project Dairyland supported in 2007. Brian Krambeer, President and CEO of Tri-County Electric Cooperative (Rushford, Minn.),

A Touchstone Energy® Cooperative 

presented on the *Power of the Cooperative Family* regarding the support their members received after the August 2007 flood.

The meeting closed with a message on energy conservation. Referencing a conservation campaign launched by Dairyland earlier this year, Berg reminded attendees to “Do the Bright Thing” by replacing standard incandescent light bulbs with compact fluorescent light bulbs (CFLs).

Clarence Boettcher, Chairman of the Board and director representing Eau Claire Energy Cooperative, presided over the meeting. Bernard Welsh, Treasurer of Dairyland’s Board and director representing Allamakee-Clayton Electric Cooperative, provided a 2007 Financial Report.

Dairyland’s total operating revenues for 2007 increased to \$328.4 million, as compared to \$284 million in 2006. Electric sales were fairly stable in 2007, with total sales at 6.16 billion kilowatt-hours—compared to 2006 sales of 6.12 billion kilowatt-hours.

Welsh noted that fuel to operate Dairyland’s generating facilities, primarily coal, accounted for the largest annual expense—the plants used about 3.1 million tons of coal in 2007. Despite the expansion of Dairyland’s renewable resources and the investment in 30 percent of Wisconsin Public Service Corporation’s Weston 4 power plant, more investment will be required to meet growing energy needs. Dairyland will continue to face the need for greater capital for future power plant additions, significant environmental facilities and on-going transmission improvements.

“Dairyland’s Board and management continue to focus on three important objectives while developing Dairyland’s budget: keeping rates reasonable, protecting the member co-ops’ investment in Dairyland and keeping the system healthy and viable for the future,” concluded Welsh.

Along with the meeting, an *Expo Center* featured educational displays focusing on Dairyland services, major projects, energy conservation, electrotechnical and renewable energy technologies.

Annual meeting delegates represent Dairyland’s 25 member electric cooperatives and 19 municipal utilities. These cooperatives and municipals, in turn, supply the energy needs of more than a half-million people in the four-state service area.

Dairyland, a Touchstone Energy Cooperative, was formed in December 1941. Today, the cooperative’s generating resources include coal, hydro, wind, natural gas, landfill gas and animal waste. Dairyland delivers electricity via more than 3,100 miles of transmission lines and nearly 300 substations located throughout the system’s 44,500 square mile service area.

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