



NEWS RELEASE

May 13, 2008

Dairyland Power names John Carr Director, Fuels Management

LA CROSSE, WI— Dairyland Power Cooperative announces the hire of John Carr to the position of Director, Fuels Management, effective May 12.

As Director, Fuels Management, Carr will be responsible for the purchase and transport of the fuel needed to produce electricity at Dairyland's power plants.

Carr, a native of Austin, Minn., has a bachelor's degree in Economics from Iowa State University. He has 20 years of professional experience in grain marketing and transportation, trading and risk management, utility fuel supply operations, and energy marketing.

Prior to joining Dairyland, Carr was employed by Alliant Energy in Madison, and Cargill, Inc., of Minneapolis.

With headquarters in La Crosse, Wis., Dairyland is a generation and transmission cooperative that provides the wholesale electrical requirements for 25 electric distribution cooperatives and 19 municipal utilities in Wisconsin, Minnesota, Iowa and Illinois.