



NEWS RELEASE

January 6, 2009

Dairyland Power names Brian Rude, Vice President, External and Member Relations

LA CROSSE, WI— Dairyland Power Cooperative announces the promotion of Brian Rude to the position of Vice President, External and Member Relations, effective Jan. 1, 2009.

The External and Member Relations division is newly created, formed by merging Dairyland's External Relations and Corporate Communications departments, with an emphasis on developing new initiatives in the area of energy efficiency and member programs.

In his new position, Rude will lead ongoing efforts in government relations, community relations and communications for Dairyland, and member programs for the 25 distribution cooperatives that make up the Dairyland system.

Rude joined Dairyland on May 31, 2000. He has a BA from Luther College and an MA from the University of Wisconsin. Rude's previous position at Dairyland was Director, External Relations.

He and his wife, Karen, live in Coon Valley, Wis. They have two grown sons, Erik and Nels.