



Alliant Energy
Worldwide Headquarters
4902 North Biltmore Lane
P.O. Box 77007
Madison, WI 53707-1007
www.alliantenergy.com

News Release

FOR IMMEDIATE RELEASE

**Contact: Erin Dammen, Alliant Energy, (608) 458-3285
Jarod Tress, Seneca Foods, (608) 356-3919**

Seneca Foods enjoys energy savings thanks to WP&L's Shared Savings program

MADISON, Wis. – Nov. 1, 2004 – Nothing shows a “can-do attitude” like a company willing to make a solid investment in energy efficiency. And as Seneca Foods’ can manufacturing plant in Baraboo has realized, conserving energy is not only good for the environment, it means more green for the company—and that doesn’t just mean vegetables.

By implementing 12 energy efficiency projects since 1999 through Alliant Energy-Wisconsin Power and Light Company’s (WP&L) Shared Savings program, Seneca Foods has been able to avoid paying nearly \$391,000 in additional annual energy costs.

Seneca Foods, headquartered in Marion, New York with operations in seven states, produces and markets food products under its own name and through partnerships with other companies. The Baraboo can manufacturing plant was purchased by Seneca Foods in 1982 and employs approximately 200 workers.

According to Seneca Foods Plant Engineer Jarod Tress, the energy efficiency projects and associated energy savings would not have been possible without Shared Savings. “The energy efficiency program offered by WP&L has helped us implement energy-saving methods that we wouldn’t have done otherwise. It feels great to know you are minimizing energy costs and helping the environment at the same time.”

Over the last five years, Seneca Foods and WP&L have collaborated on twelve projects. One project consisted of a warehouse lighting conversion, where existing lighting fixtures were replaced by more energy-efficient fixtures. Another addressed using one large multi-die press to do work previously done by three smaller presses, saving more energy. Other projects have included upgrades to more energy-efficient process equipment.

One major project took place in 2003, when the plant installed a heat recovery system. With this system, the byproduct heat from chiller systems and air compressors used in operations are pumped back into the building to help keep it warm in the winter, and pumped outside in the summer, thus eliminating the need for additional air conditioning.

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Tress also credits the relationship with WP&L Account Manager Peter Goethel as a driving force in the success Seneca Foods has experienced with Shared Savings. "We've been able to accomplish a lot with Shared Savings thanks to Peter's energy expertise and his understanding of our business. Without one of those two traits, it wouldn't be nearly as successful a partnership."

Shared Savings has helped thousands of Alliant Energy customers with the implementation of energy efficient projects by providing expert advice and capital. Last year, participating customers experienced an average 9.2 percent reduction in energy costs, helping to strengthen their bottom lines and making them more competitive. In addition, the program has saved more than 640 million kilowatt-hours of electricity from being generated in just the last seven years and has successfully helped our communities by avoiding millions of pounds of emissions from being emitted into our environment.

Alliant Energy is an energy-services provider that serves more than three million customers worldwide. Providing its regulated customers in the Midwest with electricity and natural gas service remains the company's primary focus. Other key business platforms include the international energy market and non-regulated domestic generation. Alliant Energy, headquartered in Madison, Wis., is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company's web site at www.alliantenergy.com.

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