



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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DANE COUNTY EXPO CENTER TO BE RENAMED ALLIANT ENERGY CENTER

MADISON, Wis. – Alliant Energy Corp. and Dane County announced an agreement to rename the Dane County Exposition Center complex as the Alliant Energy Center of Dane County.

According to Bill Harvey, president of Alliant Energy-Wisconsin Power and Light Co., "This agreement is a clear symbol of Alliant Energy's desire to be a vital and visible part of the Madison and Dane County community as well as the entire Upper Midwest region. This partnership not only helps to promote the strong Alliant Energy brand name, but also reaffirms our commitment to the people of the region and to enhancing economic development.

"We are pleased to support the Expo Center and to help the team continue their efforts to attract world-class trade shows, conventions, concerts and other events to the City of Madison," Harvey said. "Over the long term, we also will work closely with Center officials to help improve the facility's energy management and provide savings and improvements. We believe this is a good example of how private business can get involved with the community to produce benefits for all involved."

Dane County Executive Kathleen Falk said:

"On behalf of Dane County's residents, I thank Alliant Energy Corporation for the new partnership they are creating with Dane County to name and market our Expo complex as the Alliant Energy Center of Dane County. This partnership will enable us to pay off the construction debt of the Exhibition Hall. That's great news for Dane County property taxpayers and improves Expo's already strong fiscal condition. This partnership with Alliant puts the Alliant Energy Center of Dane County in great position to generate even more economic activity for our community."

She added: "Dane County has been searching for the right financial partner for the Expo Center for several years. The County Board recognized the crucial importance of this issue for Expo when it formed a special subcommittee on the Expo debt in 1997 and when it authorized the search for a naming rights partner a year ago. The long search and wait were worth it? Alliant Energy is a strong and natural partner for the Expo. I am especially pleased to find a financial partner for Expo with such deep roots in Dane County."

Expo Center Director Bill DiCarlo added: "The Alliant Energy Center is a self-sufficient operation, a rare achievement in the public assembly industry. The combination of facilities at the Center including the Exhibition Hall, Memorial Coliseum, Livestock buildings and 5500 paved parking spaces, attracts over one million visitors per year for trade shows, conventions, assemblies, sporting and entertainment events. Alliant Energy's title sponsorship recognizes the Center's operating success, high activity level, and diversity of events.

This association will enable the Center to continue to grow, better serve its customers, and benefit our local economy and community.

Under the terms of the agreement, Alliant Energy Corp. will pay Dane County a total of \$6.3 million in the next 20 years for the naming rights to the entire Expo Center campus that is comprised of the Exhibition Hall, Memorial Coliseum, Livestock Exhibit Buildings and the Arena Buildings. The first annual payment is \$250,000.

Alliant Energy officials said the cost of the naming rights will be accounted for at its holding company, and borne by shareowners of the company. The company's utility subsidiaries, including Alliant Energy-Wisconsin Power and Light, are not sharing the expense and the costs will not be included in rates charged by Alliant Energy-WP&L for electric, natural gas or water service.

As part of the announcement, officials also unveiled a dynamic new logo for the Alliant Energy Center. The logo, which will be used on all signage, letterhead, promotional materials, uniforms and advertisements for the Alliant Energy Center, includes the Alliant Energy "Star" symbol as well as two "Flag" Frames in the Alliant Energy corporate colors of blue and gold. In time, the Alliant Energy Center logo will become a unifying symbol of the complex and its prominence in the Dane County community. The facility will be officially known as the Alliant Energy Center of Dane County.

"As the energy-services marketplace becomes increasingly competitive, Alliant Energy plans to continue demonstrating its commitment to the communities where our employees are privileged to live and work," Harvey added. "We will continue to look for opportunities that will benefit our company, our customers, our communities, and our region, and to take advantage of these opportunities when we find them."

Alliant Energy Corporation is a growing energy-services provider with operations both domestically and internationally. Headquartered in Madison, Wis., Alliant Energy provides electric, natural gas, water and steam services to more than two million customers worldwide. Alliant Energy Resources, Inc., the home of the company's non-regulated businesses, has operations and investments throughout the United States as well as in Australia, Brazil, China, Mexico and New Zealand.

The Dane County Expo Center is an award-winning multi-building complex in Madison, Wis. The complex encompasses 160 acres of green space and includes the 10,000-seat Memorial Coliseum, 255,000-square-foot Exhibition Hall and 21,000-square-foot Arena Building as well as eight large agricultural exhibit buildings. The Expo Center attracts more than one million visitors and host more than 500 events annually, including athletic events, concerts, conventions, consumer and trade shows. With today's announcement, the grounds complex will now be officially known as the Alliant Energy Center of Dane County.

The contract which accepts the funding and names the facility the Alliant Energy Center of Dane County will be introduced at the next meeting of the County Board, Thursday, June 1. County Board review process is expected to occur within about in four to six weeks.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.