



NEWS

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American Transmission Co. announces open houses for Badger Coulee Transmission Line Project

Eight informational open houses to be held throughout the project study area

PEWAUKEE, Wis. – American Transmission Co. is beginning a multi-year public outreach process for the proposed Badger Coulee Transmission Line Project with the first in a series of informational open houses for residents and other stakeholders in the 150-mile project study area in late September and early October.

Studies indicate that a 345-kilovolt transmission line from the La Crosse area to the greater Madison area would provide multiple benefits to the state of Wisconsin including improved electric system reliability, economic savings for utilities and energy consumers, and better access to renewable energy.

ATC is hosting eight open houses throughout the project study area to provide stakeholders with more information about the project and answer questions. The public is invited to attend any of the following open houses:

Monday, Sept. 27, Stoney Creek Inn, Onalaska
Tuesday, Sept. 28, Westby Coon Prairie Lutheran Church, Westby
Wednesday, Sept. 29, Kalahari Resort Convention Center, Wisconsin Dells
Thursday, Sept. 30, Sauk Prairie Community Center, Sauk City
Monday, Oct. 4, Hillsboro Fireman's Community Center, Hillsboro
Tuesday, Oct. 5, Cranberry Country Lodge, Tomah
Wednesday, Oct. 6, Madison Marriott West Convention Center, Middleton
Thursday, Oct. 7, Grace Bible Church, Portage
Open houses at all locations run from 1 to 7 p.m.

"Before ATC seeks local or regulatory approval for a project, a comprehensive public involvement process takes place to gather input and feedback for a proposed transmission line," said ATC Local Relations Manager Sarah Justus. "We invite everyone who could be impacted by the project to get involved. Successful planning and siting of transmission lines that bring power into your communities depends on local participation."



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ATC will hold three more rounds of open houses over the next two years to gather public input and narrow potential routes before filing an application to build the line with the Public Service Commission of Wisconsin, anticipated in 2013. If approved by the PSC, construction of the new line would begin in 2016 to meet an in-service date of 2018.

Note to editors: A map and additional information on the Badger Coulee Transmission Line Project is available at www.BadgerCoulee.com.

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ATC owns, operates, builds and maintains the high-voltage electric transmission system serving portions of Wisconsin, Michigan, Minnesota and Illinois. Formed in 2001 as the nation's first multi-state transmission-only utility, ATC has invested \$2.2 billion to improve the adequacy and reliability of its infrastructure. ATC now is a \$2.75 billion company with 9,400 miles of transmission lines and 510 substations. The company is a member of the Midwest ISO regional transmission organization, and provides nondiscriminatory service to all customers, supporting effective competition in energy markets without favoring any market participant. For more information, visit our website at www.atcllc.com.