



BRODHEAD-SOUTH MONROE TRANSMISSION LINE REBUILD UPDATE

A project to strengthen local electric reliability

Construction between Brodhead and Monroe begins in May

Rebuilt line will strengthen electric system reliability

American Transmission Co. in May will begin construction on the 18-mile, 69,000-volt Brodhead-South Monroe electric transmission line that connects the Brodhead Substation south of Brodhead and the South Monroe Substation in Monroe. The Public Service Commission of Wisconsin approved the project in April 2009.

“We will continue to communicate with affected landowners throughout this process as we begin construction.”

– Charles Gonzales,
ATC local relations representative

“The age and condition of the existing line, which was built in 1950, necessitated the rebuild,” said Jim Maple, ATC project manager. “The rebuilt line will make a vital improvement to the reliability of the electric transmission system serving the area.”

Construction activities on the approximately \$11 million project are expected to begin in May 2011 and wrap up by December 2011. The rebuilt line follows the route of an existing line. (See map on page 3.) Work will involve installing new poles, wires and insulators.

“Because the design of the new line will allow for longer span lengths, the total

number of poles used in the line will be fewer than currently exist,” said Maple.

Some of the vehicles you can expect to see along the right-of-way include cranes, bulldozers, backhoes and skid steers. If you see any of this equipment being transported, please give the drivers room along the roadway so the operators are better able to see your vehicle. ATC’s construction contractor for this project is Henkels & McCoy.

“We will continue to communicate with affected landowners throughout this process as we begin construction,” said Charles Gonzales, ATC local relations representative.



Weathering steel poles, which appear brown in color, will be used for the majority of the 18-mile line.

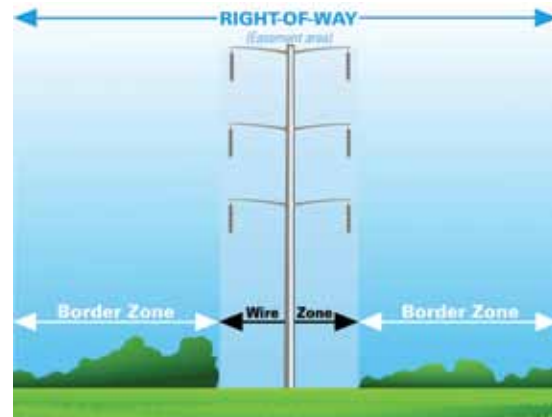


A construction crew uses a crane to lift part of a transmission pole for installation along the right-of-way.

Vegetation management work will be conducted in summer and fall 2011

To avoid oak wilt, trees will be trimmed after construction is started

For safety and reliability reasons, federal regulations require ATC to eliminate natural hazards – such as trees and other vegetation – that can interfere with electric transmission lines. Trees can cause interruptions in electric service if they grow into or fall on the lines. Since 1996 tree contact with power lines have been the cause of three large-scale electric grid failures in the U.S. and Canada. To reduce the risk of tree-related outages, tree cutting and brush removal activities along the route will occur in late summer and fall 2011.



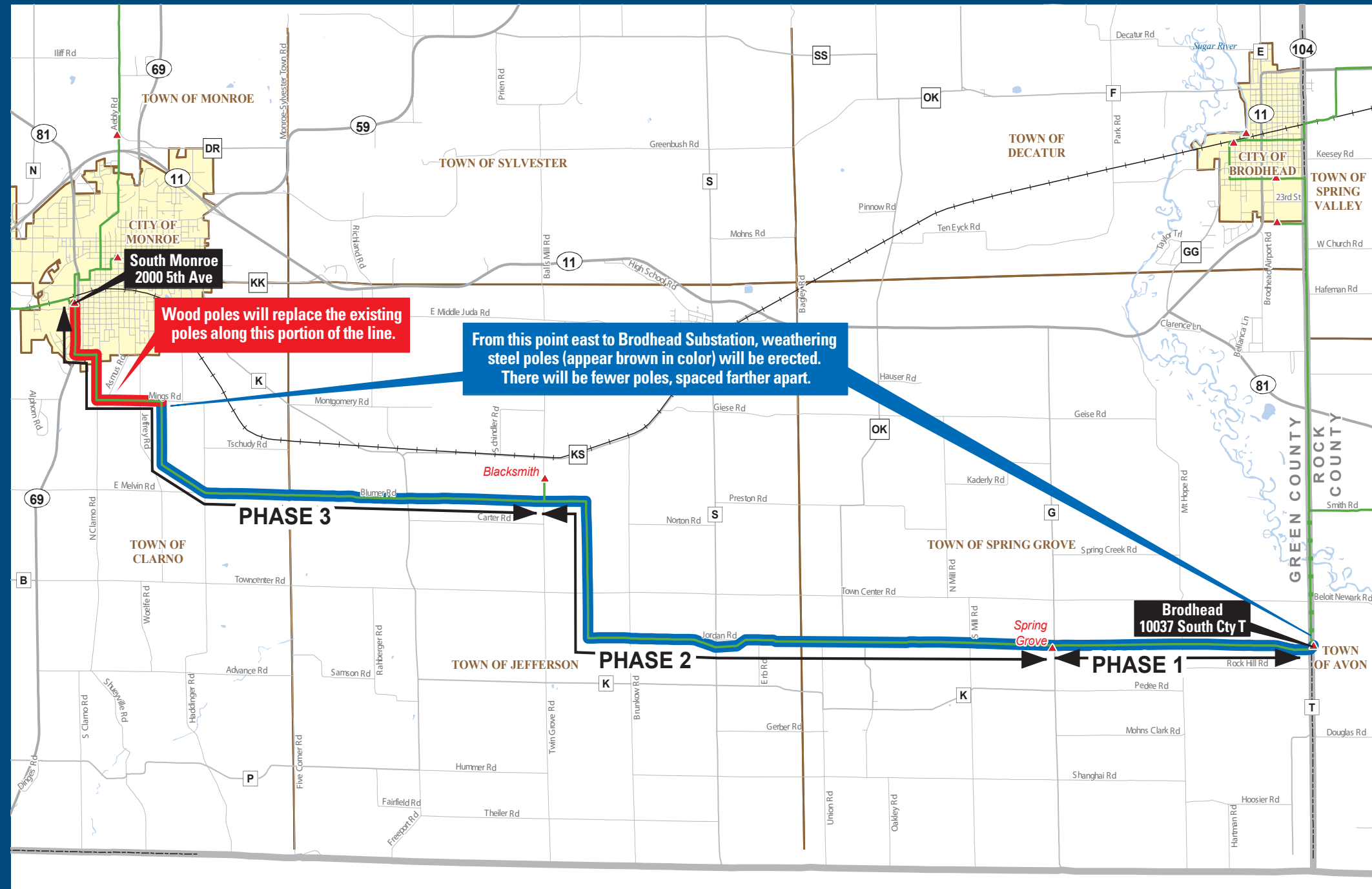
A transmission line right-of-way typically includes land directly beneath the wires and land between the wire zone and the edge of the right-of-way.

We understand that property owners near our facilities will have questions about vegetation removal, and it is our goal to provide opportunities to discuss our plans before our forestry contractor, Asplundh Tree Expert, Co., arrives for scheduled work. We will notify landowners in advance of the work by an Asplundh representative.

Restoration of land in transmission corridor will take place throughout construction

ATC strives to minimize the impact that transmission line construction has on the land and is committed to restoring the corridor after work in the area is completed. ATC contractors will work with landowners throughout the construction process to ensure that property is restored in a timely and satisfactory manner.

Brodhead to South Monroe Electric Transmission Line Rebuild



Timeline

Application approved by PSC: April 2009

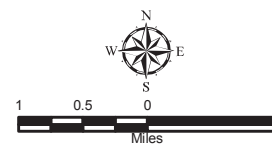
ATC begins real estate contacts with affected landowners: Fall 2009

Anticipated start of construction:

- Phase 1: May 2011
- Phase 2: July 2011
- Phase 3: September 2011

Anticipated start of vegetation management: August 2011

Anticipated in-service date: December 2011

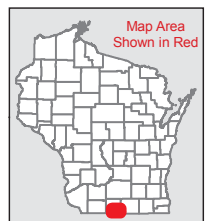


Transmission Facilities

- Substation
- 69 kV
- Single Circuit
- Double Circuit

Anticipated Start of Construction

- Phase 1: May 2011
- Phase 2: July 2011
- Phase 3: September 2011



The information presented in this map document is advisory and is intended for reference purposes only. American Transmission Co. owned and operated facility locations are approximate. Base Map Data Sources: ATC, WDNR, PSCW.

Who we are

Everything we do at ATC is designed to ensure the reliable operation of the electric transmission system. ATC is a transmission-only utility that owns, operates, builds and maintains transmission facilities in portions of Wisconsin, Upper Michigan, Minnesota and Illinois.

For more information about ATC and our projects visit our website at www.atc-projects.com.



Helping to **keep the lights on,** businesses running and communities strong®

www.atcllc.com



ATC is a proud participant in Wisconsin's Green Tier program.

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Project at a glance

Voltage: 69,000 volts

Length: 18 miles

Approximate cost: \$11 million

Route: Connects existing Brodhead Substation (east of Avon on County Highway T) and South Monroe Substation in Monroe; route follows existing right-of-way.

Pole height and materials: Weathering steel poles that stand 70 to 85 feet above ground will be used for the majority of the route. Segments on 6¹/₂th Avenue, 7th Avenue, 30th Street, Clarno Road and Mings Road will have wood poles that generally stand 65 feet above ground.

To view a copy of the PSC's order, visit the PSC website at <http://psc.wi.gov/> and use the Docket Number: 5-AE-178 in the Electronic Regulatory Filing System.



Questions? Please direct your questions to Charles Gonzales at 608-877-3644 or cgonzales@atcllc.com.