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**American Transmission Co. and Xcel Energy announce public open houses for Badger Coulee Transmission Line Project**

*Five public open houses will be held in October*

MADISON, Wis. – American Transmission Co. and Xcel Energy are continuing a multi-year public outreach process for the proposed Badger Coulee Transmission Line Project with the fourth in a series of public open houses presenting route options for the proposed 150- to 170-mile, 345-kilovolt line from north of the La Crosse area to northern Dane County.

Studies indicate that the project would deliver benefits to Wisconsin and the Midwest region by improving electric system reliability, delivering economic benefits for Wisconsin utilities and electricity consumers, and expanding infrastructure to support greater use of renewable energy. If the project is approved by the Public Service Commission of Wisconsin, the final project length and cost will be determined after a route is selected by the PSC.

ATC and Xcel Energy are hosting five informational open houses. There will be no formal presentation. The open house format allows attendees to drop in at any time and discuss many aspects of the project with ATC and Xcel Energy staff. There will be representatives from a variety of areas, including transmission planning, engineering, real estate, environmental, and construction.

The public is invited to attend any of the following open houses. Open houses at all locations will be held from 1 to 7 p.m.

- Oct. 23, Stoney Creek Inn and Conference Center, Onalaska
- Oct. 24, Cashton Community Hall, Cashton
- Oct. 25, Best Western Arrowhead Lodge & Suites, Black River Falls
- Oct. 29, Anjero's Sports Bar/Grill and Banquet Facility, Mauston
- Oct. 30, Waunakee Village Center, Waunakee

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ATC and Xcel Energy plan to submit two routes to the PSC in early 2013. If the project is approved, the PSC will select one final route to be built.

*Note to editors:* A map and additional information about the project is available at [www.BadgerCoulee.com](http://www.BadgerCoulee.com).

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**About the Badger Coulee project**

*The Badger Coulee project was announced to the public in July 2010. The Federal Energy Regulatory Commission in July 2012 interpreted a MISO regional transmission owners agreement to require equal ownership of the proposed Badger Coulee project. ATC and Xcel Energy are currently jointly developing the project pending FERC action on ATC's request for FERC to reconsider the July 2012 order.*

**About ATC**

*ATC is a Wisconsin-based utility that owns, operates, builds and maintains the high-voltage electric transmission system serving portions of the Upper Midwest. Formed in 2001 as the nation's first multi-state transmission-only utility, ATC has invested \$2.7 billion to improve the adequacy and reliability of its infrastructure. ATC now is a \$3.1 billion company with 9,440 miles of transmission lines and 519 substations. The company is a member of the MISO 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](http://www.atcllc.com).*

**About Xcel Energy**

*Xcel Energy is a major U.S. electricity and natural gas company, with retail operations in eight Western and Midwestern states, including Wisconsin. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.4 million electricity customers and 1.9 million natural gas customers through its regulated operating companies. Company headquarters are located in Minneapolis, and Wisconsin-Michigan operating company headquarters are located in Eau Claire, Wisconsin. For more information about Xcel Energy visit [www.xcelenergy.com](http://www.xcelenergy.com).*