

Fuel Cost Adjustment surcharge, per kWh. \$.00251

These rates do not include the facilities charge. The facilities charge can be paid in one of two ways:

Option A: A monthly payment of 1.9 percent of the estimated installed cost of the lighting and related facilities.

Option B: A one-time charge equal to the estimated installed cost of the lighting and related facilities, payable prior to installation of the facilities, plus a monthly charge equal to 0.5 percent of the estimated installed cost of the facilities.

Shift and Save Pricing Program

Available to residential and small commercial customers. This rate, or the Rg2 or Rg3 rate, is mandatory for residential customers whose annual consumption exceeds 60,000 kWh. Available on a voluntary basis for residential and for commercial customers eligible for service under the Cg1 or Cg6 rate. This rate will be available until May 30, 2012. Eligibility is limited to service areas where remote meter reading is readily available, technically feasible and cost beneficial, as determined solely by the Company.

Facilities Charge, is the same as the charges for Rate Schedule Rg3 Energy Charge, per kWh (applies year round)

On-Peak Energy. Non-summer On-Peak Energy Charge from Rate Schedule Rg3

Mid-Peak Energy. Non-summer Mid-Peak Energy Charge from Rate Schedule Rg3

Off-Peak Energy Non-summer Off-Peak Energy Charge from Rate Schedule Rg3

Critical-Peak Energy . . . \$.88000

On-peak energy usage and mid-peak energy usage are the energy in kWh delivered during the on-peak and mid-peak periods, respectively. The on-peak period is 2 p.m. to 6 p.m. and the mid-peak periods are 7 a.m. to 2 p.m. and 6 p.m. to 7 p.m.

Peak-event hours will be limited to the normal on-peak period of 2 p.m. to 6 p.m. prevailing time during peak-event hours as declared and published by the Company at the Company's sole discretion. Peak-event hours will be no less than 60 hours and no more than 120 hours per annum. For more information about the Shift and Save program, call 877-316-3637.

Peak-Time Rebates (PTR)

This rider is available to residential and small commercial customers who take service under the Rg1 or Cg1 rate schedules. Customers must remain on this rider for at least one year. This rider is available until May 30, 2012. Eligibility will be limited to service areas where remote meter reading is readily available, technically feasible and cost beneficial, as determined solely by the Company.

All rates, terms and conditions from either the Rg1 or Cg1 rate schedules apply to this rider.

Participating customers will receive Peak-Time Rebates for Energy Adjustments at the rate of -\$.47 per kWh of Energy Adjustment. Due to the complexity of calculating the Energy Adjustments, please call 877-317-3637 for more details and assistance on this rate.

Service Charges

- All customers are subject to a late payment charge of 1 percent per month on all amounts past due.
- A \$15 service fee is charged for all returned checks, plus additional bank charges that may be incurred.

Contact Information

Please call us if you would like to discuss your electric service. We are available 24 hours a day, seven days a week.

Customer Services

800-242-9137

Power Outage Hotline/Emergencies

800-662-4PWR (4797)

Website

we-energies.com

Electric Rates for Residential and Farm Customers

January 2011



The electric service rates listed in this brochure reflect the rates authorized by the Public Service Commission of Wisconsin (PSCW) for Wisconsin Electric Power Company, doing business under the name of We Energies.

This brochure contains electric rates for residential and farm customers only. If you would like information on all electric rates available to We Energies customers, please contact us to obtain a brochure. Visit we-energies.com for more information on electric rates and pricing.



We Energies is the registered trade name of Wisconsin Electric Power Company and Wisconsin Gas LLC, and both companies are engaged in business under the name of We Energies.

Rate Options

We recommend you review the rate options and prices listed in this brochure. Your current rate description is listed on your bill. Compare this rate description to the other rate options described here. While you are the best judge of which rates are right for your situation, we'll be glad to help you compare rate options.

Renewable Energy Rates

Customers have the option to participate in the Company's Energy for Tomorrow[®] renewable energy program. The program gives customers the option to pay a premium for the Company to obtain generation fueled by renewable resources. Use of renewable energy resources has a positive impact on the environment and reduces the consumption of non-renewable resources.

Time-of-Use Rates

Many customers may benefit from our Time-of-Use rate option. With Time-of-Use, you pay a lower rate when the demand for electricity is low (weeknights, weekends and holidays) and a higher rate when demand is high (weekdays on-peak hours).

Each Time-of-Use rate has its own on-peak and off-peak periods. Some rates also have mid-peak periods. All time periods as stated are the prevailing time Monday through Friday, excluding those days designated as the legal holidays for New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. The off-peak periods consist of all hours not designated as an on-peak or mid-peak period.

RESIDENTIAL AND FARM RATES

Residential/Farm (Rg1, Fg1)

Facilities Charge, per day:	
Single-phase	\$.25000
Three-phase	\$.50000
Additional meter	\$.04665
Energy Charge per kWh	\$.12611
Fuel Cost Adjustment surcharge, per kWh	\$.00251

Energy Partners

(Central Air-Conditioning Load Management Credit)

A load management credit is available to residential and farm customers (in a restricted geographical area) who voluntarily consent to interruption to central air-conditioning service. This credit is restricted to customers using electric service as the principal source of energy for central air-conditioning.

Options	Bill Credit*
<ul style="list-style-type: none"> 15 minutes on-cycle 45 minutes off-cycle 	\$.09677/day (based on \$3/month credit over four billing months)
<ul style="list-style-type: none"> 100% interruption for up to four hours per day 	\$.32258/day (based on a \$10/month credit over four billing months)
<ul style="list-style-type: none"> 100% interruption for up to six hours per day 	\$.40323/day (based on a \$12.50/month credit over four billing months)

*Credit applies even if no interruptions occur.

Residential • Time-of-Use (Rg2)

Facilities Charge, per day:	
Single-phase	\$.25000
Three-phase	\$.50000
Additional meter	\$.04665

Customers may select one of either LEVEL 1 energy rates or LEVEL 2 energy rates as follows:

LEVEL 1 Energy Charge, per kWh:	
On-peak energy	\$.18881
Off-peak energy	\$.08578

LEVEL 2 Energy Charge, per kWh:	
On-peak energy	\$.24915
Off-peak energy	\$.04792

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Customers have a choice of four on-peak periods: 7 a.m. to 7 p.m., 8 a.m. to 8 p.m., 9 a.m. to 9 p.m., or 10 a.m. to 10 p.m.

The Rg2, Rg3 or Shift and Save rate is mandatory for residential customers whose annual consumption exceeds 60,000 kWh.

Residential • Time-of-Use (Rg3)

Facilities Charge, per day:	
Single-phase	\$.25000
Three-phase	\$.50000
Additional meter	\$.04665

Energy Charge, per kWh:

Summer Energy Charges apply from June 1 to Sept. 30	
On-peak energy	\$.28668
Mid-peak energy	\$.24915
Off-peak energy	\$.04792

Non-summer Energy Charges apply from Oct. 1 to May 31

On-peak energy	\$.24915
Mid-peak energy	\$.18881
Off-peak energy	\$.04792

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Residential on-peak energy usage and mid-peak energy usage are the energy in kWhs delivered during the on-peak and mid-peak periods, respectively. The on-peak period is 2 p.m. to 6 p.m. and the mid-peak periods are 8 a.m. to 2 p.m. and 6 p.m. to 8 p.m. The Rg2, Rg3 or Shift and Save rate is mandatory for residential customers whose annual consumption exceeds 60,000 kwh. This rate is available until March, 1, 2012.

Time-of-Use Rates for Farm Customers

Time-of-Use Rates are available to farm customers. If both the residential and commercial portions of the farm customer's service are served through one meter, the farm customer may take service under the General Secondary Time-of-Use Rate but not the Residential Time-of-Use Rates.

RENEWABLE ENERGY RATES

Experimental Renewable Energy Rider (ERER1)

This program is available to customers taking service under rate schedules Rg1, Rg2, Fg1, Cg1, and Cg6 who pay a premium on their usage for the Company to obtain energy from generating sources that are fueled by renewable resources for 25 percent, 50 percent or 100 percent of their usage. In addition to the charges and credits of the rate schedule under which the customer is served, there will be an adder per kWh as follows:

25% participation level	\$.00347 per kWh
50% participation level	\$.00694 per kWh
100% participation level	\$.01388 per kWh

The fuel cost adjustment of \$.00251 per kWh will be prorated depending on selected participation level.

LIGHTING RATES

Standard Area Lighting (G11)

Lamp Size	Monthly Charge per Lamp			
	Sodium Standard	Sodium Flood	Metal Halide Flood	Metal Halide Standard
50-watt	\$10.08**	*	*	*
70-watt	\$11.49	\$13.20**	*	*
100-watt	\$13.26	\$14.89	*	*
150-watt	\$15.28	\$16.91**	*	*
175-watt	*	*	\$26.25**	\$24.79
200-watt	\$17.90	\$19.17	*	*
250-watt	\$20.19	\$21.40**	\$26.73	\$25.68
400-watt	\$26.53	\$27.59	\$30.31	\$29.15
700-watt	*	*	*	*
1000-watt	*	*	\$59.09**	*

*Service not provided.

**This rate closed to new installations.

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There is an additional monthly charge of \$2.57 for each additional pole and \$2.15 for each additional span of circuit installed to serve a lighting unit.

The Company will no longer install new or additional poles under this rate. Installations which require new poles shall be served under the MS-4 rate.

Non-Standard Street and Area Lighting (Ms4)

Lamp Size	Monthly Charge per Lamp
50-watt	\$ 2.11
70-watt	\$ 3.12
100-watt	\$ 4.83
150-watt	\$ 6.84
175-watt	\$ 7.75
200-watt	\$ 9.06
250-watt	\$ 11.27
400-watt	\$ 17.41
1000-watt	\$ 40.55**

**This rate closed to new installations.