



NEWS

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

Six informational open houses introducing preliminary routes will be held in April

MADISON, Wis. – American Transmission Co. is continuing a multi-year public outreach process for the proposed Badger Coulee Transmission Line Project with the third in a series of public open houses presenting preliminary routes for the proposed 150- to 170-mile, 345-kilovolt line from north of the La Crosse area to northern Dane County. Approximately 9,000 potentially affected landowners, public officials and other stakeholders will receive invitations in the mail this week.

Studies indicate that the approximately \$425 million project would deliver benefits to Wisconsin and the Midwest region by improving electric system reliability, delivering economic benefits for Wisconsin utilities and electric consumers, and expanding infrastructure to support greater use of renewable energy.

“As a result of further evaluation and stakeholder comments, we have identified preliminary routes for the project,” said ATC Local Relations Manager Sarah Justus. “A majority of potential line segments previously being studied have been dismissed, leaving us with a smaller number of preliminary routes that may be suitable for a transmission line.”

ATC is hosting six informational open houses throughout the project study area to present a map of preliminary routes and provide more information about the project. There will be no formal presentation.

“The open house format allows people the flexibility to drop in at any time and discuss the project,” said Justus. “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:

April 17, Stoney Creek Inn and Conference Center, Onalaska
April 18, Ettrick Elementary School, Ettrick
April 19, Three Bears Lodge, Warrens
April 24, Waunakee Village Center, Waunakee
April 25, Wintergreen Resort & Conference Center, Wisconsin Dells
April 26, Norwalk Community Center, Norwalk

Open houses at all locations run from 1 to 7 p.m.

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Following the April open houses, ATC will incorporate public feedback and narrow preliminary routes to two or more final proposed routes. ATC will present final proposed routes to the public in fall 2012 prior to filing an application to build the line with the Public Service Commission of Wisconsin 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 preliminary route map and additional information about the 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 \$2.7 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.