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News Release

FOR IMMEDIATE RELEASE

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Alliant Energy increases rebates for flood-affected customers

Recovering homes and businesses to get additional cash back for energy-efficient appliance purchases

CEDAR RAPIDS, Iowa – July 1, 2008 – In response to recent flooding, Interstate Power and Light Company (IPL), an Alliant Energy company has increased rebates for the purchase of energy efficient equipment for Iowa customers directly impacted by the recent storms and flooding. Equipment rebates for affected customers will increase by 50 percent through the end of 2008.

With historic flooding across much of the state, many customers have difficult, yet important spending decisions to make on energy, housing, transportation and other parts of their daily lives. “We are committed to helping our customers and our communities rebuild,” said Tom Aller, President – IPL. “This situation provides a unique opportunity for our customers to incorporate energy-efficient appliances and heating and cooling equipment into their rebuild. We hope the enhanced rebates will help them as they make their purchasing decisions.”

The rebates from IPL can help customers impacted by flooding buy a more efficient appliance or heating and cooling unit for about the same price as a less efficient one – saving money in lower operating costs for years to come. For customers purchasing a new appliance such as a washer, freezer, refrigerator or room air conditioner, now is the time to consider an appliance with an ENERGY STAR® label. ENERGY STAR products are the same or better than standard products, but they use less energy. Since they use less energy, these products save you money on your electricity bill and help protect the environment.

Flood-affected customers must provide one of the following when submitting a completed rebate claim form to be eligible for the increased rebates: (1) FEMA application or decision letter, (2) letter explaining flood situation and signed by customer or (3) a flood-affected customer can work with their dealer who will qualify and identify customer as such on the rebate claim form.

Commercial and industrial customers impacted by the flooding and making energy efficient improvements should contact their account manager for assistance. In addition to cash rebates for business customers affected by the recent flooding, custom rebates may also be an option. Custom rebates are available for energy-saving projects that do not qualify for the standard equipment rebates.

For complete details on rebates available for energy saving products call 1-800-723-7635 or visit the website www.alliantenergy.com/rebates.

Alliant Energy Corporation is an energy-services provider with subsidiaries serving approximately 1 million electric and 400,000 natural gas customers. Providing its customers in the Midwest with regulated electric and natural gas service is the company's primary focus. Interstate Power and Light Company, the company's Iowa utility subsidiary, serves approximately 523,000 electric and 235,000 natural gas customers. Alliant Energy is a Fortune 1000 company traded on the New York Stock Exchange under the symbol LNT. For more information, visit the company's Web site at www.alliantenergy.com.

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