****MEDIA ADVISORY****

I&M AND NIPSCO PARTNER TO DRIVE AWARENESS FOR HOME ENERGY CONSERVATION DAY

WHAT: Following yesterday's press conference with Lt. Governor Becky Skillman – who proclaimed Oct. 7 as Home Energy Conservation Day across Indiana – I&M and NIPSCO have partnered with Lowe's to continue raising awareness of the importance of home energy conservation across the state with a special event for Ft. Wayne area residents.

On Saturday, Oct. 9, representatives from the two utilities will be at Lowe's in Ft. Wayne to offer the following;

- Information on available energy savings programs
- Simple tips to better manage energy usage
- Premium giveaway items
- Drawings for Lowe's gift cards

I&M and NIPSCO offer a wide range of programs aimed at giving Indiana residents greater control over their energy usage and helping them reduce overall energy costs.

For more information on I&M's SMART programs (Saving Money And Resources Together®), which include Appliance Recycling, Home Energy Audit Programs, discounts on EnergyStar® qualified CFLs and more, customers can visit indianamichiganpower.com/save.

NIPSCO customers can learn more about available energy savings programs, including Natural Gas Appliance Rebates, Free On-line Home Energy Audits and more by visiting www.NIPSCO.com/SaveEnergy.

WHEN: **Saturday, Oct. 9, 2010**
10 a.m. – 2 p.m. EST

WHERE: Lowe's
1929 N. Coliseum Blvd., Fort Wayne (corner of Coliseum and State St.)

MEDIA OPPORTUNITIES: Information on energy efficiency tips and programs
Interviews with representatives from I&M and NIPSCO

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