



FOR IMMEDIATE RELEASE

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FOR ADDITIONAL INFORMATION

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**NIPSCO ENERGY EDUCATION PROGRAM KICKS OFF
LOCAL SCHOOL TOUR ACROSS NORTHERN INDIANA**

MERRILLVILLE, Ind. – Today Northern Indiana Public Service Company launched the fourth year of THINK! ENERGY Indiana – an energy efficiency education program for students in local schools across northern Indiana.

Between Nov. 1-12, the THINK! ENERGY Indiana program will assist teachers and their students to “think!” about energy, “talk” about energy, and “take action” now about our energy for the future.

National Energy Foundation is conducting THINK! ENERGY Indiana on behalf of NIPSCO. As part of the program, NEF is providing an interactive, hands-on, classroom presentation and distributing a take-home THINK! ENERGY Indiana Take Action Kit to 40 fifth grade classrooms across northern Indiana. This unique, experiential program teaches the importance of energy, natural resources and environmental issues, and gives each participating student’s family the technologies to start making a difference.

“In its fourth year, this program continues to serve an important role in our ongoing commitment to helping customers use energy more efficiently,” said Cynthia Jackson, NIPSCO Manager of DSM and Energy Efficiency Programs. “It’s never too early for children to begin learning about the significance of energy conservation, and this program provides them with useful information and tools that will enable them to make a positive change in their homes and the environment.”

Contents of the NIPSCO THINK! ENERGY Indiana Take Action Kit include:

- High-Efficiency Showerhead
- Kitchen Aerator
- Bathroom Aerator
- 18 Watt CFL
- 13 Watt CFL
- LimeLite® Night Light
- Shower Timer
- Flow Rate Test Bag
- Digital Water and Refrigerator Thermometer
- Fun Facts Slide Chart
- Light Switch “Turn it Off” Stickers
- Scratch ‘n Sniff Natural Gas Safety Sticker

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While all available spots for participating schools have been filled for this year's program, schools that are interested in taking part in the 2011 program may contact SaveEnergy@nisource.com.

Editor's Note: A list and schedule of participating schools is attached.

About NEF

National Energy Foundation is a unique 501 (c) 3 nonprofit educational organization dedicated to the development, dissemination, and implementation of supplementary educational materials, programs, and courses. These resources for education relate primarily to energy, water, natural resources, science and math, technology, conservation, and the environment. All enrich and enhance teaching and learning. They recognize the importance and contribution of natural resources to our economy, to our national security, the environment, and our quality of life.

NEF is devoted to the implementation of a variety of innovative teacher training and student programs. More than thirty years of expertise in carrying out effective educational partnerships has been supported by the education community, businesses, government agencies, and associations.

About NIPSCO

NIPSCO, with headquarters in Merrillville, Ind., is one of the nine energy distribution companies of NiSource Inc. (NYSE: NI). With over 712,000 natural gas customers and 457,000 electric customers across the northern third of Indiana, NIPSCO is the largest natural gas distribution company, and the second largest electric distribution company, in the state. NiSource distribution companies serve 3.8 million natural gas and electric customers primarily in seven states. More information about NIPSCO is available at www.nipsco.com.

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