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**FOR IMMEDIATE RELEASE**

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Franklin Energy Services, LLC, a leader in the implementation of energy efficiency programs on behalf of utilities, municipalities, and states, announces a new contract with the Lansing Board of Water and Light in Lansing, MI.

Franklin Energy will manage the implementation of four energy optimization programs to serve Residential and Commercial/Industrial customers in the Lansing area. Franklin Energy will directly manage and implement the Commercial/Industrial prescriptive and custom incentive programs. Franklin Energy will also be responsible for the work of subcontractors performing a Residential Lighting Program and an Appliance Turn-in Program.

Franklin Energy will manage all contract financial planning and budgeting, program design, data tracking and reporting, trade ally recruitment and support, call center activity, and incentive processing services.

The Lansing Board of Water and Light was founded in 1885 and is the largest municipally owned electric utility in Michigan and among the 30 largest in the United States. They provide electricity to more than 97,000 customers in the greater Lansing area.

Franklin Energy has been working with utility customers since 1994, providing technical assistance and access to utility incentives for energy efficiency projects on behalf of their utility clients. The firm is headquartered in Port Washington, WI and has offices in Appleton, Mequon, New Berlin, Eau Claire, Madison, and Green Bay, Wisconsin. Franklin Energy also has offices in Las Vegas and Reno, NV, Rochester, MN, Denver, CO, and Lansing, MI.

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