

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**PS ENERGY GROUP WINS STAR AWARD FOR
SUPPLIER EXCELLENCE FROM WE ENERGIES**
*Diversity-Owned Supplier of Bulk Fuel and Fuel Management Services
Honored for Providing Cost Containment in Uncertain Fuel Market*

ATLANTA, Ga., April 27, 2012 – [PS Energy Group, Inc.](#), a leading supplier of bulk fuel, emergency fuel management services, and unattended fuel outlets based in Dunwoody, Ga., has been honored with the 2012 Supplier STAR Award by We Energies of Milwaukee, Wis. for its cost-control measures and fuel inventory management services.

The STAR award honors suppliers that excel in customer satisfaction, cost reduction, innovation, supplier and workforce diversity, and workplace safety. PS Energy Group, founded by president and CEO Livia Whisenhunt, is one of the nation's top 50 diversity-owned corporations. It supplies We Energies with bulk fuel, inventory management, wireless tank monitoring, reporting of on-site and retail transactions, and provides equipment maintenance.

"PS Energy Group saved us and our customers hundreds of thousands of dollars in fleet fuel cost in 2011," said Gail DeVeau, Director of Supply Chain for We Energies. "Their cost-saving measures included continuously monitoring market pricing, analyzing the utility's seasonal fuel usage, and utilizing wireless tank monitoring to keep track of overall fuel consumption and fuel tank levels on a daily basis." PS Energy Group manages a combined tank capacity of more than 187,000 gallons of gasoline and diesel fuel for the utility company, and supported 32,000 on-site refueling transactions at 11 fueling centers throughout Wisconsin last year.

PS Energy Group is a leader in fuel management, emergency fueling, and fleet asset management for business, industry and government, and is one of the largest managers of customer-owned bulk fuel sites in the United States. The company's [etrac™](#) wireless division offers a fully integrated telematics solution for managing mobile workforces, mobile and fixed assets, and dispatching services for fleets of all sizes and types.

"Since 1985, PS Energy Group has worked hard to become a nationwide leader in the transportation fuel industry. We thank We Energies for recognizing our accomplishments and solutions that save our customers time and money," said CEO Whisenhunt.

Other factors cited by DeVeau that contributed to PS Energy Group's STAR Award and to We Energies' fuel cost containment are the supplier's expertise, innovations, and ability to respond to fluctuations in the fuel market. "PS Energy Group's market intelligence enables them to take advantage of market price variances to deliver direct bottom line savings. They also optimize freight costs by delivering full loads whenever possible," DeVeau said. Other measures include a new web-based reporting platform that allows customers to monitor their daily fueling operations and make more proactive decisions about when and where to refuel their vehicles to achieve greater fuel savings.

For more information about PS Energy Group's comprehensive transportation fuel and asset management services visit www.psenenergy.com or contact Carolee Robinson at (770) 350-3000.

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PHOTO CAPTION:

Livia Whisenhunt (second from right), president of PS Energy Group, Inc. accepted the 2012 Supplier STAR Award for the company from We Energies. PS Energy Group was recognized for its service excellence and innovations that saved We Energies hundreds of thousands of dollars in fuel costs last year in spite of a volatile market, and which have improved the utility's operational efficiencies.



About PS Energy Group

Founded in 1985, PS Energy Group, Inc. (www.pseenergy.com) is a privately-owned, Atlanta-based company. As one of the nation's top diversity-owned businesses, PS Energy Group provides transportation fuels, emergency fueling, and fleet management services including etrac-TM™ Tank Monitoring, and etrac-TS™ a telematics solution that helps improve productivity, profitability, and the quality of the environment through better asset monitoring and vehicle tracking.

About We Energies

We Energies serves more than 1.1 million electric customers in Wisconsin and Michigan's Upper Peninsula and more than 1 million natural gas customers in Wisconsin. We Energies is the trade name of Wisconsin Electric Power Company and Wisconsin Gas LLC, the principal utility subsidiaries of Wisconsin Energy Corporation (NYSE: WEC). Visit the We Energies website at we-energies.com. Learn more about Wisconsin Energy Corporation by visiting wisconsinenergy.com.