



NEWS RELEASE

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Dairyland Power Names Phil Moilien Vice President and CFO

LA CROSSE, WI—Dairyland Power Cooperative is pleased to announce the promotion of Phil Moilien to the position of Vice President and CFO of the organization effective May 6, 2011. He succeeds Robert Mueller, who is retiring after 32 years of service with Dairyland.

“Phil’s high level of expertise in accounting, finance and risk management has been extremely important to our cooperative,” said Bill Berg, President and CEO. “Phil is a valuable asset to Dairyland and will bring a broad financial background and strong leadership to Dairyland’s financial team.”

Moilien has been an employee of Dairyland Power and GEN~SYS Energy since December 1999. He joined the organization as Controller and Risk Manager of GEN~SYS Energy, which provided wholesale power marketing and risk management for Dairyland. In January 2011, the GEN~SYS organization integrated into Dairyland and Moilien was named Director of Market Risk and Settlements and Acting CFO of GEN~SYS Energy. Prior to joining Dairyland, Moilien worked at Cargill, Inc., Minneapolis, Minn., for over 10 years in the Corporate Tax and Accounting areas.

A native of Coon Valley, Wis., Moilien is a graduate of Viterbo University (La Crosse, Wis.) with a degree in Accounting.

Moilien and his son, Ben, reside in rural Chaseburg, Wis., where he is involved in a variety of community activities. He is a lifetime member of the Coon Valley Conservation Club, charter member of the Friends of Chaseburg (non-profit civic organization), a youth baseball coach and an active member of the Coon Valley Lutheran Church.

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 25 member distribution cooperatives and 16 municipal utilities. A Touchstone Energy Cooperative, Dairyland’s service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa and Illinois). Dairyland’s generation resources include coal, natural gas, hydro, wind, biomass, solar, landfill gas and animal waste. For more information, please visit www.dairynet.com.

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