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UPPCO Hires New Vice President of Business Development

Brett French to join the UPPCO Team

MARQUETTE, MI— Upper Peninsula Power Company (UPPCO) announced today that energy industry expert Brett French has been appointed Vice-President of Business Development and Communications. French, a long-time resident of Ishpeming, Michigan, comes to UPPCO from American Transmission Company (ATC) where he spent the past 16 years managing the company's interests in Michigan. During his tenure at ATC, French worked closely with customers, regulators and interested stakeholders effectively managing the external affairs of the company. ATC provides Electric Transmission Service throughout Michigan's Upper Peninsula and portions of Wisconsin and Illinois.

"Mr. French is a perfect fit for UPPCO with his strong knowledge of the energy industry and the unique challenges that exist within the Upper Peninsula," said UPPCO CEO Jim Larsen. "Having supported the region's energy companies and their major electric consumers, coupled with his longstanding roots in the U.P., Brett provides the right mix of industry expertise and local knowledge."

French is active in various community organizations, including his service as Board President of NICE Community Schools in Ishpeming, Co-Chair of Operation Action U.P., Co-Founder and Board Chair of the Midwest Skills Development Center and a member of Marquette County Ambassadors. He serves on the boards of the Marquette County Economic Development Corporation, Lake Superior Community Partnership, LSCP Foundation and Dickinson Area Economic Development Alliance. French has also served as Chair of the Bell Hospital Foundation and United Way of Marquette County. He is a past President of the Ishpeming Rotary Club.

"My passion is for serving the great people of the region while making the Upper Peninsula a better place to work, live and raise a family," French said. "Joining the UPPCO team provides me with an opportunity to help improve communications with customers while providing increased value and service."

UPPCO serves approximately 54,000 retail customers throughout 10 of the Upper Peninsula's 15 counties and owns and operates nine generation facilities. More information is available at www.UPPCO.com.