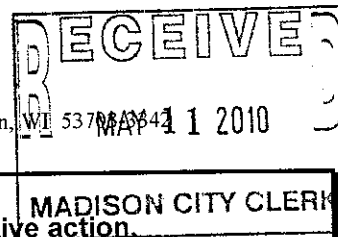


REGISTRATION OF LOBBYIST

Return to Office of the City Clerk, 210 Martin Luther King, Jr Blvd., Room 103, Madison, WI 53701-1231



Section 1 -- Identification of Lobbyist

"Lobbyist" means any person paid to influence administrative or legislative action.

Peterson _____ Don _____ Exec. Dir.-Energy Prod. & Services
Last Name First Name Title

c/o Madison Gas and Electric Company, Post Office Box 1231

Mailing Address

Madison
City

Wisconsin
State

53701-1231
Zip Code

Business Address (if different)

(608) 252-7926

Contact Phone

(608) 252-1540

Contact FAX

www.mge.com

Internet Address

dpeterson@mge.com

Contact E-mail Address

Person to whom correspondence should be sent (if different from above)

Last Name

First Name

Firm or Organization Name

Mailing Address

City

State

Zip Code

Phone

FAX

E-mail Address

Section II -- Nature and Interest of Principal

Madison Gas and Electric Company

Name of Principal

Designated Representative of Principal:

Euclide _____
Last Name

Kristine _____
First Name

Vice President & General Counsel
Title

Post Office Box 1231

Mailing Address

Madison
City

Wisconsin
State

53701-1231
Zip Code

Business Address (if different)

(608) 252-5604

Contact Phone

(608) 252-1540

Contact FAX

keuclide@mge.com

Contact E-mail Address

www.mge.com

Internet Address

Check one of the following and complete only that section:

Business Entity

See attached Appendix A.

Describe the business activity in which the entity is engaged

Chief Executive Officer: _____
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

Describe the industry trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: _____
Last First Title

Approximate number of members: _____

Other Not for Profit

Labor Union

Charitable/Religious/Civic, etc.

Other

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: _____

Individual

Name and address of the individual's employer if any, or of the individual's primary place of business if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

Section III -- Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

See attached Appendix A.

List the City agencies in which the principal seek to influence administration action:

- All None Agencies listed below

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: _____

a. How will this item affect the principal's business or other activity?

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount.

For additional items, attach additional sheets.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

CAPITAL BUDGET

OPERATING BUDGET

topic
topic
topic
topic
topic
topic

topic
topic
topic
topic
topic
topic

Section IV - Authorization of Lobbyists

As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: 5/10/10

Name: Kristine Euclide

Position: Vice President and General Counsel

Signature: *Kristine A. Euclide*

Section V -- Certification

I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true.

On Behalf of Lobbyist:

[Handwritten Signature]

Signature

Executive Director-Energy Products & Services

Title

Don Peterson

Type or print name as signed above

Date

4-26-2010

Address & Telephone (if different from first page of this form)

On Behalf of Principal:

[Handwritten Signature]

Signature

Vice President and General Counsel

Title

Kristine Euclide

Type or print name as signed above

Date

5/10/10

Address & Telephone (if different from first page of this form)

Appendix A

Section II – Nature and Interest of Principal

Check one of the following and complete only that section:

Business Entity (Describe the business activity in which the entity is engaged)

MGE is a public utility operating under a franchise agreement with the City of Madison and state law and under the regulation of the Public Service Commission of Wisconsin. It generates and distributes electricity and purchases and distributes natural gas to approximately 135,000 customers in Dane County and surrounding areas. MGE has served the Madison area since 1896.

Chief Executive Officer: Gary J. Wolter, Chairman, President and Chief Executive Officer

Section III – Areas of lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence.

In the course of MGE's daily operations as a regulated utility, MGE will speak with City officials regarding stormwater management and construction work on streets that are at or near MGE facilities. MGE will also discuss with the Mayor's office and Planning and Zoning Department issues regarding the development in or near MGE facilities and especially in the east isthmus and downtown area. MGE will also discuss the purchase or sale of real estate interests in the Madison area. MGE will also discuss environmental, utility and energy policy issues, as well as utility infrastructure matters and energy-related projects.

List the City agencies in which the principal seek to influence administrative action.

Agencies listed below:

1. City Traffic and Engineering
2. Mayor's office
3. Planning and Zoning Department
4. Commission on the Environment
5. Parks Department
6. Others