



NEWS

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American Transmission Co. promotes Rusch to director of Accounting

PEWAUKEE, Wis. – Robert Rusch has been promoted to director of Accounting at American Transmission Co. effective immediately. Rusch will oversee General Accounting, Financial Reporting and Analysis, and Asset Accounting. He replaces Michael Hofbauer, who recently was promoted to chief financial officer.

Rusch joined ATC in 2008. His 25 years of experience includes positions at Alliant Energy primarily in the areas of finance and treasury, and at Arthur Andersen & Co. as an auditor.

Rusch holds bachelor's and master's degrees in business administration from the University of Wisconsin with an emphasis in accounting and finance. He also is a certified public accountant and chartered financial analyst.

Rusch is resident of Waunakee, Wis.

ATC owns, operates, builds and maintains the high-voltage electric transmission system serving portions of Wisconsin, Michigan, Minnesota and Illinois. Formed in 2001 as the nation's first multi-state transmission-only utility, ATC has invested \$2 billion to improve the adequacy and reliability of its infrastructure. ATC now is a \$2.5 billion company with 9,350 miles of transmission lines and 510 substations. The company is a member of the Midwest ISO regional transmission organization, and provides nondiscriminatory service to all customers, supporting effective competition in energy markets without favoring any market participant. For more information, visit our Web site at www.atcllc.com.

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