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Consumers Energy's Touchstone Energy® Co-op Connections® Program Adds Pharmacy Discounts

Marshalltown, Iowa. (December 4, 2008) Consumers Energy has launched a program which offers further proof being a member of an energy cooperative has its advantages. The Co-op Connections program benefits cooperative members by offering 10% to 60% savings on most prescriptions at over 48,000 independent pharmacies like Hy-Vee and Hy-Vee DrugStore and national chains including CVS, K-Mart, Walgreens, Wal-Mart, Target, and more.

Consumers Energy is implementing this program in conjunction with many other Touchstone Energy cooperatives in an effort to better serve their members nationwide. With soaring prescription prices, this discount pharmacy program will work for cooperative members.

Consumers Energy members will receive their new Co-op Connections card with the discount pharmacy information in the mail in the cooperative's December "The Connection" newsletter. Once the member has the updated Co-op Connections card, it may be used at participating pharmacies locally and nationwide. To find out which pharmacies are participating and to look up the discount prescription price, co-op members can visit www.rxpricequotes.com.

This is just one more way you benefit from being a cooperative member. Simply present your Co-op Connections card at a participating pharmacy with your prescription and receive a discount at the time of purchase. Whenever a Co-op Connections card holder – whether from Consumers Energy or from any of the other participating Touchstone Energy cooperatives across the country – shows their card, they will receive a 10% to 60% discount on most prescriptions.

"The Co-op Connections card creates an even greater sense of membership and reinforces Consumers Energy's longstanding commitment to looking out for its members and customers," stated Karen Rinebarger, Consumers Energy's coordinator for the Co-op Connections Program. The card continues to have other national and local discounts for members.

Touchstone Energy is a national alliance of local, consumer-owned electric cooperatives providing high standards of service to customers large and small. More than 640 Touchstone Energy cooperatives in 46 states are delivering energy and energy solutions to approximately 22 million customers every day. Touchstone Energy cooperatives serve their members with integrity, accountability, innovation and longstanding commitment to communities.

Consumers Energy is a local member-owned energy solutions cooperative specializing in energy delivery and energy management. The cooperative serves over 5,000 members and customers throughout six counties in Central Iowa: Marshall, Story, Jasper, Polk, Tama and Hardin.