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NEWS

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GOVERNOR DOYLE ANNOUNCES NEW WISCONSIN BUSINESS PROMOTIONAL DVD

MADISON – Governor Jim Doyle announced today the availability of a new marketing tool developed by Forward Wisconsin to help promote the state for business expansion, economic growth and investment. A DVD entitled, “Wisconsin: Your Business Destination” is now available for use by state, regional and local economic development officials to tout the positive benefits of doing business in the state.

“We must continue to tell the nation and the world about the positive business climate and successful businesses we have here in Wisconsin - and we all can play a role in telling the story,” said Governor Doyle, Forward Wisconsin Chairman. “This new DVD illustrates the strength we have across all sectors of our economy, as well as the great quality of life we have in Wisconsin. I want to encourage economic development professionals and business executives to use this DVD during presentations to potential business prospects and investors.”

Governor Doyle used the DVD last fall when he led a business delegation to Japan and debuted it to a Wisconsin audience during Forward Wisconsin’s 20th Anniversary Luncheon and Celebration this past September. He plans to make it part of his marketing effort during his Trade Mission to Mexico in March 2005.

Forward Wisconsin and the Wisconsin Department of Commerce teamed up to coordinate the overall DVD project and partnered on gathering business-related footage through local organizations. The Wisconsin Department of Tourism helped out by submitting film that focused on the state’s quality of life. Forward Wisconsin provided funding for the DVD production and is distributing the DVD.

The largely pictorial DVD includes an introduction and closing by Governor Doyle as well as sections highlighting manufacturing, technology, agri-business, and quality of life. The DVD run time is about five and a half minutes.

To view or order a copy of the “Wisconsin: Your Business Destination” DVD, visit the Forward Wisconsin web site: forwardwi.com.

Forward Wisconsin, Inc., created in 1984, is a unique public-private state marketing organization. Its job is marketing Wisconsin’s business advantages outside the state to educate decision-makers on the positive benefits of living, working, playing, and doing business in Wisconsin. Governor Doyle is Forward Wisconsin’s Chairman of the Board.