



NEWS

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For More Information Contact:
Scott Reigstad, Forward WI, 608.261.2506
George Krueger, PAIDC, 608.348.3050

FORWARD WISCONSIN & PAIDC PARTNER TO ATTRACT BUSINESSES *Forward Wisconsin Grant Provided to Assist in Marketing Available Buildings in the City*

MADISON - - Forward Wisconsin and the Platteville Area Industrial Development Corporation (PAIDC) are working together to market several available buildings and industrial sites in Platteville to key business decision-makers throughout the Midwest. Last week, the PAIDC kicked off a direct mail campaign to several hundred site selection consultants, and real estate professionals encouraging them to have their clients consider locating in Platteville. Forward Wisconsin provided a grant to cover a portion of the campaign's cost, as well as assistance in assembling a mailing list.

"With the recent opening of Highway 151 to four lanes, interest in Platteville by businesses is booming and it is a great time to strike when the iron is hot and market the City to border states," said George Krueger, PAIDC Executive Director. "We are thankful that Forward Wisconsin contributed to our direct mail campaign and provided assistance to the effort."

The PAIDC is mailing a letter and brochure to over 300 site selection consultants and real estate professionals in Iowa, Illinois, and Minnesota promoting Platteville and its industrial site and buildings within the City. Site selection consultants are an important audience in that they are hired regularly by business people to help them locate new operations. Most large and medium-sized firms utilize site selection consultants when they are considering expanding their companies.

Forward Wisconsin President Pepi Randolph recently attended the CoreNet Global spring summit in Philadelphia on April 23-26. CoreNet Global is the world's premier association for site selection consultants and real estate professionals.

"Site selection consultants and real estate professionals are key target audiences for Forward Wisconsin," said Randolph. "Platteville's marketing campaign fit perfectly with what we are working to accomplish at the state-level and we strongly support Platteville's effort."

Forward Wisconsin, Inc., (ForwardWI.com), created in 1984, is a unique public-private state marketing organization. Its job is marketing Wisconsin's business advantages outside the state to inform decision-makers about the positive benefits of living, working, playing, and doing business in Wisconsin. Governor Doyle is Forward Wisconsin's Chairman of the Board.