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For Immediate Release

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New North Efforts Add Up Northeast Wisconsin Communities and Companies Earn National Recognition

APPLETON, March 8, 2007 – While several regions across the country are fighting perceptions and struggling to attract business, Northeast Wisconsin and the 18 counties represented by the New North are continuing to add feathers to their hat.

Several of the region's companies and communities have been recognized for the work they're doing.

Fortune Magazine named Bemis Company, Inc. of Neenah and WPS Resources Corporation of Green Bay two of America's most admired companies for 2007. Earlier this month, USA Today, the nation's most widely read newspaper, featured an article that named Door County one of the "10 great places to mend your broken heart," citing the county's wonderful retail, artisans, and scenery. In February, Wisconsin received a 5-star rating from Expansion Management Magazine for the state's low employer health care costs, making the New North a true business destination.

"These recent recognitions of the great people and places of Northeastern Wisconsin are just some of the many accolades that the region has received over the past couple years," said Jerry Murphy, Executive Director of New North, Inc. "Our organization is continuing to prove to the country that with such great people, communities, businesses, and environment, the New North is truly 'north of what you expect.'"

In 2006, the New North and the State of Wisconsin received numerous awards from the national press:

- Four of the New North's communities were named among the top 12 safest metropolitan areas in the country by the Morgan Quinto Press, including Fond du Lac (1), Appleton (5), Sheboygan (6), and Oshkosh-Neenah (12).
- Oshkosh was named one of the "50 Smart Places to Live" by Kiplinger's Personal Finance, and one of the best places to live in the nation by CNN Money and Money Magazine.
- Forbes named Appleton one of the most affordable places to live in the United States.
- Badger Mining of Berlin, Wisconsin was named the best small company to work for in America by Business Week.
- Four New North companies – WPS Resources, Oshkosh Truck, Manitowoc Company, and Banta – were all named to the Fortune 1000 list.

"New North, Inc. is committed to expanding on this success and demonstrating why there is no better place to live and work than Northeastern Wisconsin," Murphy said. "Awards like these recognize that the New North is a great place, and we're doing everything we can to tell our story and grow the economy of our region."

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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