



## For Immediate Release

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## **NEW Capital Investment Helps Local Company with Contract Frozen Codebase, LLC Lands Deal with Game Publisher THQ**

**APPLETON, April 9, 2007**– New North, Inc. is excited to announce that NEW Capital Fund's \$270,000 investment in Frozen Codebase, LLC, a Green Bay-based gaming company, is beginning to bear fruit.

[Frozen Codebase, LLC](#) is a computer game software developer focusing on high quality 3D games for the downloadable and casual game markets served by Microsoft, Sony, Nintendo, and others.

"We've already started working on what amounts to a two-game deal for [THQ](#)," said Manitowoc native and Frozen Codebase president Ben Geisler. THQ is a nationally recognized video game publisher responsible for such popular games as Company of Heroes and Gauntlet.

NEW Capital Fund, LP is an Appleton-based private equity fund with nearly \$10 million of committed capital and 76 limited partners. The fund is focused on qualified entrepreneurs who are developing promising, high-growth Wisconsin businesses, predominantly in the life sciences, information technology, agriculture, and manufacturing sectors in Northeast Wisconsin.

Several investors in this fund live and operate businesses in Northeast Wisconsin and are working hard to promote the region and grow the region's economy. Jerry Murphy, Executive Director of New North, Inc. praised the progress of the region's venture capital fund and echoed the importance of encouraging capital investment in the region.

"NEW Capital is certainly an important player in providing the financial horsepower to grow the region and help enable the region's transformation to the new economy," Murphy said.

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](http://www.thenewnorth.com).