



For Immediate Release

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New North Commissions Study on Cellulosic Ethanol

Analysis identifies feedstock potential for possible plant location

NIAGARA, August 10, 2009 – For more than a year, officials at the New North, Inc. have explored the economic development opportunities surrounding cellulosic ethanol production in Northeast Wisconsin.

After several meetings with prospects, discussions with researchers, and contracting with industry experts, New North, Inc. is excited to announce the results of phase one of what will be a multifaceted project aimed at attracting large-scale cellulosic ethanol production to the region.

Phase one of the study, which is available for download at <http://tinyurl.com/biomassstudy>, provides detailed analysis of the current availability of forest products in the region. Phase two, with an expected release later this fall, will address behavioral aspects such as production levels and harvest techniques, as well as existing contracts and pricing strategies.

“As Wisconsin moves forward with large scale commercialization and production of cellulosic ethanol, we’re going to be prepared to attract development by promoting our resources and highlighting Northeast Wisconsin’s assets,” said Jerry Murphy, Executive Director of the New North, Inc.

“Second generation ethanol production will involve hundreds of millions of dollars of infrastructure investment. It will involve pipelines, trucking, railroads and staging areas. It will affect the way we harvest timber, collect slash and move wood.

“This study will show investors that the New North has the available feedstocks and the skilled workforce necessary for cellulosic ethanol production, and hopefully whets the appetite of companies looking for a site to make an investment.”

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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