



For Immediate Release

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New North Companies Play Crucial Role in Beijing Olympics

Aacer Flooring, Oshkosh Truck, Manitowoc Company Provide Equipment, Products for 2008 Summer Games

NEW NORTH, September 17, 2007 – The 2008 Summer Olympics in Beijing, China are quickly approaching, and companies from throughout Northeastern Wisconsin are playing an important role in the development and construction of equipment and facilities that will be used for the games.

“The New North is home to some of the country’s best manufacturing companies, so it’s no surprise that their products are an essential part of the preparation for the 2008 Olympic Games,” said Jerry Murphy, Executive Director of the New North, Inc.

Aacer Flooring of Peshtigo has provided quality wood flooring for the National Training Center in Beijing, which will serve as a training center for Olympic athletes.

Manitowoc Company is one of the leading providers of cranes in China, and their products are being used throughout the city of Beijing in the construction of new facilities for the games. Oshkosh Truck is also supplying six fire engines and two snow removal vehicles to the Beijing Capital International Airport.

“The wealth of New North goods that are being used during the Beijing Olympics is a great example of how successful our region’s companies have been overseas,” Murphy said. “Whether it’s quality wood products or industrial manufacturing, and everything in between, New North products are clearly among the world’s best.”

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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