

BEST OVERALL VALUE FOR YOUR DATA CENTER



SECURE

RELIABLE

AFFORDABLE

NEW NORTH ADVANTAGES

- » Average annual temperature of 44-degrees, ideally suited for utility cost minimization through free cooling
- » Consistently recognized as one of the safest states in the nation due to low risk of natural disasters
- » Nationally recognized, reliable power sources to ensure maximum uptime
- » Numerous long-haul fiber and dark fiber providers, along with a variety of telecommunication providers, ensures carrier neutrality
- » Available, affordable and highly trained technical workforce

KIMBERLY-CLARK RECOGNIZES OVERALL VALUE

"As we evaluated the global locations of our second corporate Tier 3 data center, Northeastern Wisconsin provided the most value for Kimberly-Clark Corporation. The climate advantage may be one of the most overlooked advantages. With our new corporate data center, half of all the operating hours in any given year provide "free cooling." Data center cooling without the use of refrigeration compressors saves Kimberly-Clark Corporation 30% in overall energy costs versus typical data center cooling and, as a result, our data center exceeds the efficiency results of data centers that have been granted high-efficiency performance marks."

David L. Richter, Ph.D.

Vice President, Global ITS Infrastructure & Operations
Kimberly-Clark Corporation

www.thenewnorth.com

In partnership with

WISCONSIN
ECONOMIC DEVELOPMENT



ELECTRIC UTILITY SERVICE TERRITORIES WITHIN THE NEW NORTH



SCAN THIS QR CODE OR VISIT
WWW.THENEWNORTH.COM/DATACENTERS
TO SEE OVER TWENTY OF THE NEW NORTH'S
PREQUALIFIED DATA CENTER SITES.

REGION RECOGNIZED FOR SAFETY

Wisconsin and its New North region are virtually immune to natural disasters that often plague other parts of the country. The National Climate Data Center, a division of the National Oceanic and Atmospheric Administration, tracks weather patterns for the entire United States and consistently ranks Wisconsin the safest state in the nation.

CARRIER NEUTRALITY PROVIDES CONFIDENCE

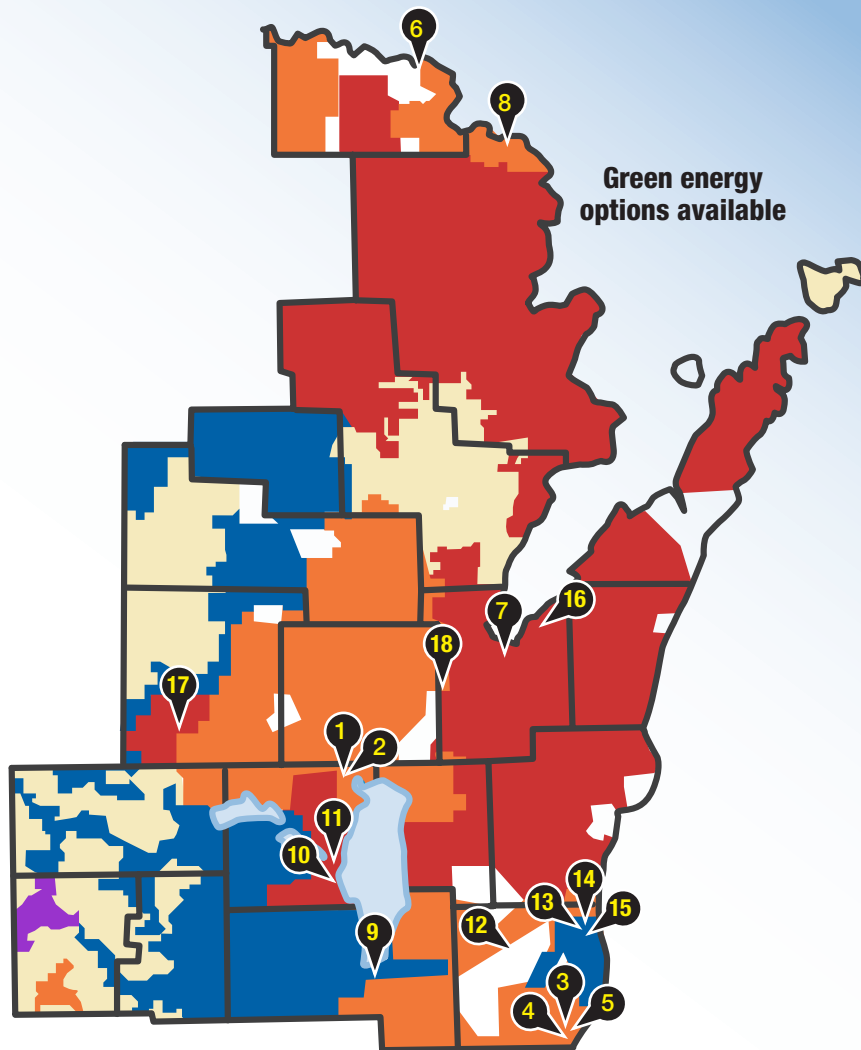
New North provides access to many globally recognized telecommunication providers offering a wide-variety of services supported by a variety of diverse-path fiber optic networks already in place or easily constructed. Any carrier can easily connect to the in-place networks or partner with several local ILECs (incumbent local exchange carriers) and CLECs (competitive local exchange carriers) to build custom connectivity. Wisconsin is home to 85 ILECs and 169 CLECs.

FREE COOLING SAVES COSTS

With an average temperature of 44-degrees, the New North region is the ideal location for access to free-cooling; saving you money on utility costs.

BUSINESS INCENTIVES

The New North offers numerous business incentives which support the data center industry including sales tax exemptions on computer hardware and software. In addition to these incentives, financing options are available at both the local and state levels to help support the development and growth of your operation.



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| 1. Appleton Site | 11. Oshkosh Site |
| 2. Appleton Site 2 | 12. Plymouth Site |
| 3. Cedar Grove Site | 13. Sheboygan Site 4 |
| 4. Cedar Grove Site 2 | 14. Sheboygan Site 5 |
| 5. Cedar Grove Site 3 | 15. Sheboygan Sites 1-3 (3 properties)* |
| 6. Florence Site | 16. University Heights Business Center Site |
| 7. Green Bay Site | 17. Waupaca Business & Technology Park |
| 8. Niagara Business Park Site | 18. Wrightstown Site |
| 9. Northgate Business Park Sites Lots 2 & 3 (2 properties)* | |
| 10. Oshkosh Site | |

*Multiple sites located at this location.

For more information, visit
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north of what you expect

