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Press Release

*** FOR IMMEDIATE RELEASE***

EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORPORATION ANNOUNCES CREATING YOUR OWN BUSINESS CONTEST WINNERS

August 30, 2007 – The Eau Claire Area Economic Development Corporation (ECA-EDC) is proud to announce the winners of the 2007 Creating Your Own Business (CYOB) contest.

Micro Business category: **Becki's Mediterranean Olive Salsa – Rebecca Spina**
Emerging/Growth Business category: **ANS, Inc. – Daniel Kunkel**

AWARDS PRESENTATION:

An awards luncheon will be held in conjunction with the Downtown Eau Claire, Inc. on Thursday, September 27, 2007 at 11:30am at the Ramada Convention Center in Eau Claire, to present awards to the winners of the Creating Your Own Business Contest (ECA-EDC) and the Jump-Start Downtown Competition (Downtown Eau Claire, Inc.). The luncheon will be hosted by the ECA-EDC, the University of Wisconsin – Eau Claire Entrepreneur Program, and Downtown Eau Claire Inc. For more information about the luncheon, please contact the ECA-EDC office at 715-834-0070. Reservations required.

ABOUT THE WINNERS:

Automated Notification Systems, Inc. – ANS, Inc. is a high-tech company offering a product and service called ESAN (Electronic Scan And Notify). ESAN utilizes a technology that electronically scans the inside of a box or other storage receptacle for its contents and notifies its customers of the presence or absence of items in a container through the use of a notification e-mail, cell phone text message, or via web site access. ANS, Inc. will integrate the ESAN technology into a number of security and Homeland-Security markets providing contents monitoring of many types of receptacles such as storage lockers, school lockers, equipment and inventory management systems and will adapt monitoring requirements based on customers needs.

“ANS, Inc. is honored to be the 2007 award winner of the Eau Claire EDC’S Creating Your Own Business contest,” says ANS, Inc. president Daniel Kunkel. “Our new ESAN product has been approved for trial testing in Pak Mail stores in Chicago, Northern Indiana, and Wisconsin later this year. We look forward to showing the public our product and moving forward with continued development plans.”

ANS, Inc. will receive a \$10,000 cash award, discounted and/or in-kind business services and is eligible to receive a \$25,000 low interest loan.

The Emerging/Growth category is for small businesses that are still in the conceptual stage of business development or that have been in business for two years or less (unless patent-pending technology). Companies in this category should serve the local market as well as markets beyond the Eau Claire area and should have potential for substantial employment growth.

Becki's Mediterranean Olive Salsa – Becki's Mediterranean Olive Salsa is a wholesale business dedicated to high quality gourmet salsas and condiments and is known for using only the freshest, quality ingredients. The company's first product was the original Mediterranean olive salsa. This unique blend of Spanish green and black olives, fresh, finely-chopped vegetables and Italian herbs, blended with smooth olive oil and tangy vinegar has many uses as a spread, hors d'oeuvre, or marinade. Becki's Mediterranean Olive Salsa has expanded its product line to include cream cheese and hot pepper varieties. The product is sold at the Eau Claire Farmer's Market, Just Local Food, and local grocery stores with expansion to larger retailers in progress.

Becki's Mediterranean Olive Salsa will receive a \$2,500 cash award, discounted and/or in-kind services, and is eligible to receive a \$5,000 low interest loan.

The Micro-Business category is for small businesses that are still in the conceptual stage of business development or that have been in business for two years or less (unless patent-pending technology). Companies in this category should serve the local market as well as markets beyond the Eau Claire area. This category is for business models that are less likely to employ a large number of people.

About the Creating Your Own Business Contest

The Eau Claire Area Economic Development Corporation's nationally recognized Creating Your Own Business Contest has encouraged entrepreneurship and propelled business growth in the Eau Claire area since the contest's inception in 1986. Over the years, 65 awards have been given to area businesses. These businesses have gone on to create new jobs and advance Eau Claire's economy.

The EDC has received great support from area businesses seeking to support the next generation of companies by sponsoring the contest or offering discounted or in-kind services to our award winning companies. The 2007 CYOB sponsors include: Luther Midelfort – Mayo Health Systems, Xcel Energy, Charter Bank, Menards, RCU, US Bank, the City of Eau Claire, and Eau Claire County.

The Eau Claire Area Economic Development Corporation, a nonprofit organization, is a public/private sector partnership that facilitates the growth of quality job opportunities by working with entrepreneurs, governments and businesses seeking to create, retain, and expand quality jobs in the Eau Claire area.

For more information contact the ECA-EDC at 715-834-0070 or visit www.eauclaire-wi.com.

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