



NEWS RELEASE

For Immediate Release

Contact:
Ellen Heinz, 419-668-9858

Norwalk Manufacturer Announces New Jobs and Facility Expansion in Norwalk

NORWALK, OH (March 17, 2010) - The Norwalk area has reason to celebrate thanks to a recent announcement from an area manufacturer.

“Genesis Baking Company, a division of New Horizons Acquisition Company, is pleased to announce an expansion at their manufacturing facility in Norwalk, Ohio that will create about twenty-five new jobs over the next three years. The expansion will accommodate the installation of an English Muffin line that will add 12 million additional dozens of varied muffin varieties to our capability. This product will be used to supply our customers in both the retail and foodservice sectors across the United States. The construction is planned to begin in the spring of 2010 and to be completed by January of 2011,” stated Tim Brown President/CEO.

Mr. Brown also stated “We had thoughts of relocating this expansion to the City of Cleveland which would have been a good logistical fit but frankly the environment here in Norwalk is ideal for our business. There is a solid qualified labor force, access to major highways and supplier facilities, but most of all the total commitment of the Mayor and Economic Development Corporation to support local businesses as they strive to grow. This is home!”

Norwalk Economic Development Corporation’s Director Ellen Heinz was ecstatic over the announcement. “This is amazing news for our community! New Horizons Acquisition Company’s project will bring Norwalk not only additional, enormous financial investment, but it will create new jobs – something that every community needs and is intensely seeking right now. We are extremely grateful to New Horizons Acquisition Corporation and very fortunate as a community to have this project and these new jobs here in Norwalk.”

Heinz added that although the final details are still being worked out, this brings great hope and excitement to the community. “We thank CEO and owner Tim Brown and the entire Genesis Baking team for this phenomenal opportunity! They are outstanding corporate partners, and their team is comprised of some of the best people I have ever worked with. New Horizons Acquisition Corporation has continually shown their commitment to the community in the past, and over the past 12 months they have graciously invested millions more in their local operation.”

Mayor Sue Lesch was also excited and very appreciative of the reinvestment that New Horizons Acquisition Company plans to make in Norwalk. “What a great announcement for our City! New Horizons Acquisition Corporation is a great company, and the Browns are a great family! They offer some of the best jobs in the area. I am very pleased with their decision to bring another expansion to Norwalk. These are not just 25 jobs, these are 25 families who will be very appreciative and greatly impacted by this opportunity.”

“This is a perfect example of why we need to fully support and work hard to retain our local businesses. As a majority of economic development projects and new jobs originate from existing businesses, retention and expansion is more important now than ever before,” commented Heinz.