

For Immediate Release
April 5, 2005

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**CLEAR LAKE AND MASON CITY COMPANIES PARTNER TO KICK OFF
2005 CAPITAL CAMPAIGN FOR THE MASON CITY ECONOMIC
DEVELOPMENT CORPORATION**

MASON CITY – \$5,000 investments made by Kraft Foods of Mason City and TeamQuest Corporation of Clear Lake lead the way for the annual fund-raising campaign of the Mason City Economic Development Corporation (MCEDC), which kicked off today with a meeting of volunteers preparing to contact more than 200 businesses in Cerro Gordo County.

“We are proud to be serving as an honorary co-chair for the campaign,” says plant Kraft Foods plant manager John Michel. “A strong and successful EDC is important to existing businesses. The EDC provided critical assistance to Kraft with the Iowa Department of Natural Resources and the Iowa Department of Economic Development in Des Moines to enable us to build our new warehouse. Without their timely assistance and connections with the right entities, the warehouse might have been delayed or not built at all.”

Terry Wisner, EVP CFO of TeamQuest Corporation, said his company continues to provide financial support of the MCEDC for other reasons. “Our company clearly recognizes the importance of a regional approach to economic development. I am personally very pleased with the joint efforts of the MCEDC and the Clear Lake EDC, which is why we support both groups at a high level financially. The fact that they are working together, very well I

might add, is encouraging and something we want to see continue to evolve for the betterment of the Cerro Gordo County and North Iowa area.”

Michel says this is the right time to be aggressive. “So much work to ready our community has been done over the last couple of years to provide the infrastructure for businesses to come into town. With the south-side annexation becoming a reality, an improving economy, and hopefully a rejuvenated Iowa Value's Fund at the state level, Mason City is poised for growth and new opportunities. Without the funding to advertise, market, and assist new businesses we will be missing opportunities. Now is the time to be aggressive in getting new businesses to look at Mason City, and it takes money to do that,” commented Michel.

Wisner noted that in light of recent budget cuts made by the Mason City Council that the campaign will take on a special meaning to the private sector. “Economic development investments are vital to the long term health of the community. There is a price to be paid for budget cuts to the economic development arena. We challenge other private sector businesses to step up and join TeamQuest and Kraft Foods in making an investment in efforts to improve funding for economic development.” says Wisner.

MCEDC development specialist, Ken Bales, who is leading the annual effort, praised the two major employers for their involvement. “It is very gratifying to see two companies from different communities giving back in such a big way and collaborating to fund the efforts of the MCEDC. Both have been an investor in our efforts for many years and for that, we are truly grateful.”

Wisner from TeamQuest Corporation and Michel from Kraft Foods place themselves in some very good company when it comes to being named the honorary co-chairs of the MCEDC campaign. Daryl Berg of Sunny Fresh Foods chaired the 2004 campaign, O. Jay Tomson, chairman of First Citizens National Bank led the campaign in 2003, and Jerry Currie, president of Curries/Graham a Division of Assa Abloy chaired the effort in 2002.

For more information on the campaign, please call Ken Bales at 641-423-5724.

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