



DISEASE PREVENTION THROUGH GENETIC TESTING

## FOR IMMEDIATE RELEASE

DATE: Wednesday, March 10, 2010  
CONTACT Charles Dokken, Marketing Manager, 715-387-0484 ext.107

### **PreventionGenetics Honored as One of the 2010 “Wisconsin Companies to Watch”**

(Marshfield, WI) – PreventionGenetics has been recognized as one of the thirty 2010 “Wisconsin Companies to Watch,” an awards program presented by the Wisconsin Entrepreneurs’ Network (WEN) with support from the Wisconsin Department of Commerce and the Division of Entrepreneurship and Economic Development (DEED) at the University of Wisconsin-Extension in association with the Edward Lowe Foundation.

PreventionGenetics will be honored at an awards ceremony during the inaugural Wisconsin Companies to Watch gala on April 13, 2010, at the Monona Terrace Community and Convention Center in Madison.

PreventionGenetics is a market leading company offering clinical DNA testing, DNA Banking, and DNA testing for biomedical research to a global clientele.

“We are delighted to receive this prestigious award. Through the continued growth of PreventionGenetics, we hope to improve the Central Wisconsin and state economies,” said the President of PreventionGenetics, James Weber.

“I’m pleased that we could join the Wisconsin Entrepreneurs’ Network in recognizing these dynamic, innovative companies,” said Commerce Secretary Richard J. Leinenkugel. “I’m confident that we will be watching and benefiting from their achievements in the years to come.”

“CTW recognizes companies at the crucial stage of growth where financial potential, concept and management have been established, and attracting talented workers, solid vendor relationships and access to peer learning are key components of future growth,” added Gayle Kugler. The Edward Lowe Foundation’s studies have shown second-stage companies are the ones who generate jobs and economic growth in their communities.

Companies making it to the Wisconsin Companies to Watch list are a remarkable group of second-stage companies. Defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants, these companies form the back-bone of Wisconsin's economy. Representing all regions of the state and a diverse range of industries, companies like PreventionGenetics are known for their exceptional entrepreneurial leadership, creation of innovation or use of innovation in creative ways, and their sustainable competitive advantage.

During 2005-2007, Wisconsin's resident companies averaged more than 33,500 second-stage establishments, according to YourEconomy.org, an online resource of the Edward Lowe Foundation. Those second-stage companies employed more than 800,000 workers (that's 36.7 percent of the jobs created by companies headquartered in the state).

Winners were selected by judges from the banking, economic development, entrepreneurial and angel communities.

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*Wisconsin Companies to Watch is presented by the Wisconsin Entrepreneurs' Network (WEN) with support from the Wisconsin Department of Commerce and the Division of Entrepreneurship and Economic Development (DEED) at the University of Wisconsin-Extension in association with the Edward Lowe Foundation.*

*PreventionGenetics, a market leading biotechnology company located in Marshfield WI, provides DNA testing for clinical and research purposes, and DNA Banking for all individuals. PreventionGenetics offers clinical DNA testing for more than 275 different genetic disorders, making it one of the most comprehensive genetics testing laboratories in the world.*

*Support for Wisconsin Companies to Watch is generously provided by the Wisconsin SBDC Network, Madison Gas and Electric, Kenosha Area Business Association, Thrive and Reinhart Boerner Van Deuren SC. Additional services are provided by Wisconsin Economic Development Association and BioForward.*

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