

ROCK READY INDEX

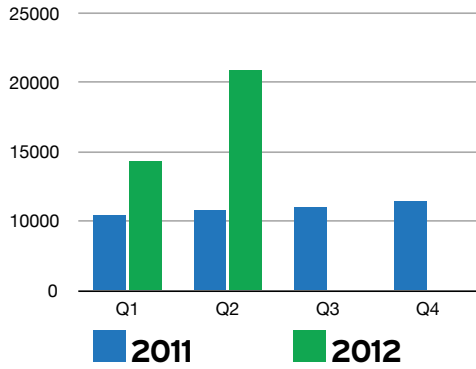


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q2 2012

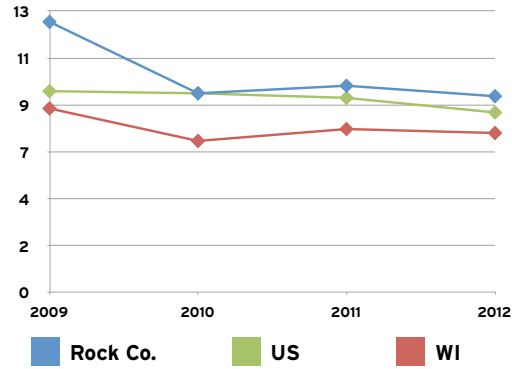
Workforce

Job Posting Activities

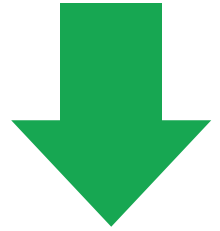


Data Source: SW WDB, WANTED Analytics

Annual Unemployment



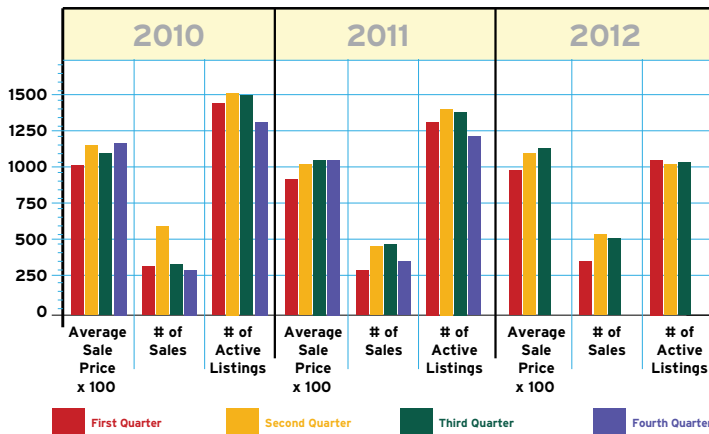
Data Source: Wisconsin Department of Workforce Development



3.4%
since 2009

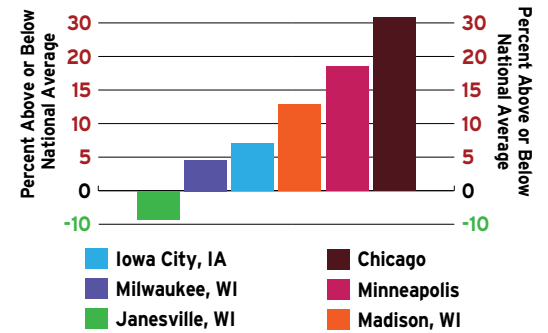
Real Estate

Residential Market Activity



Data Source: South Central Wisconsin MLS Corporation

Housing Index of US Metro Areas

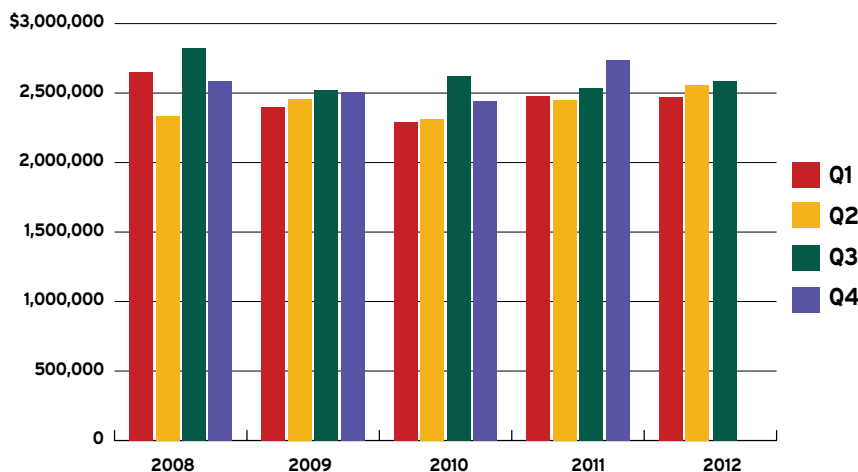


Data Source: ACCRA, 2012

Price points and sales are up from year 2011, while affordability remains constant.

Sales Activity

Rock County Sales & Use Tax Collections



Consumer confidence remains strong.

Data Source: Wisconsin Department of Revenue

This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

Electric Meter & kWh Data

4th Quarter 2011



1st Quarter 2012



2nd Quarter 2012



Steady usage and meter activity.

Data Source: Alliant Energy / WI Power & Light

Project Profile

Kerry's Growth Ingredient: Innovation

When the Kerry Center in Beloit, WI, first opened its doors in January 2009, Kerry's leadership knew that it would have a significant impact on the business and allow the company to deliver more value for customers. But, no one could have possibly imagined how significant that impact would be or how quickly it would transform their ways of working.

The Kerry Center was built to consolidate all of Kerry's technologies and Research, Development and Applications (RD&A) expertise to help drive innovative, business-building solutions for customers,

and that objective has certainly been achieved. With such overwhelming initial success, it wasn't long before Kerry experienced the need to expand. Kerry has since added new office space to the southwest end of the campus in addition to building a new Cell Science Lab, an expanded Flavors Lab and three new customer engagement areas.

"The Center in Beloit has proven to be an excellent business tool for us," said Jim Egan, Kerry's global vice president of Marketing Communications. "It's enabled us to better serve our customers by developing more innovative, integrated solutions and delivering them quickly to market." Kerry's business shared services teams

now occupy the two-story, expanded office space. The Cell Science Lab located on the facility's first floor supports Kerry's bio-pharma customers and technology partners, while the expanded Flavors Lab on the second floor is dedicated to the company's beverage customers. The three new customer engagement areas are all located on the facility's first floor and focus on Innovation, Taste and Nutrition.

Kerry has invested more than \$10 million in the expansion of the Beloit facility, which is now home to more than 600 food and beverage industry professionals.



Rock County
Wisconsin

DEVELOPMENT
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