



NEWS RELEASE

For Release – 12 pm, January 12, 2007 Contact: Jerry Howard or Tavia Murphy, ph: 864.235.2008

FLORIDA-BASED GENESIS PRESS® IS RELOCATING TO GREENVILLE, SC US 25

(GREENVILLE COUNTY, SC) The Greenville Area Development Corporation announced today that **Genesis Press**, a Hialeah Gardens, Florida-based printer is moving its operations to the Greenville area. The company has made plans to occupy the LATCOV speculative building located on US 25 and expects to be fully operational by June of 2007. Capital investment is estimated at \$5 million dollars and job creation at 100 with an average wage of \$15.00 per hour.

In June of 1998 *American Printer Magazine* rated **Genesis Press**, the 19th fastest growing printing company in the US. It has grown from \$2.65 million in sales and 25 employees in 1995 to 44 employees and \$4.9 million in 1997 to over 120 employees at present. The company prides itself on supplying to a niche market of short to medium book publishing for corporate, publishing, trade, music and healthcare customers.

Genesis Press prints books, brochures in a variety of shapes, sizes and styles--everything from membership directories, instructional manuals, organizational guides, company prospectuses, bulletins, journals, newsletters, annual reports and much more. They are a specialty printer serving both national and international clients, including Alfred Music Publishers, Arvato Services, Vista Healthcare, Standard Register, Inc., Zondervan/Harper Collins, Bridge Logos Publishers and WellCare Health Plans. For more information on **Genesis Press** you may visit their website at www.genesispress.com

Genesis Press takes great pride in relocating its manufacturing facilities to the Upstate. "Greenville is a strategic location for a nationwide printer", stated Larry Kudeviz, Chief Executive Officer of **Genesis Press**. "The area is an ideal location for Genesis because it is going to give us the opportunity to grow our business and have a moderate cost of living. I want to personally thank the South Carolina Department of Commerce and extend my sincerest thanks to the Greenville Area Development Corporation for their assistance in making this dream a reality. We are proud to be the newest member to Greenville and the Upstate's economic growth. Genesis looks forward to its inception into the Greenville market in early 2007."

"It's great news when a company like Genesis Press chooses to invest and create new jobs in our state," said Governor Mark Sanford. "With over 151,000 more people working today in the Palmetto State than four years ago, and we're committed to continuing that pace of growth through working to improve the underlying soil conditions for all businesses in our state."

"We're pleased that Larry Kudeviz and the team at **Genesis Press** recognized the many advantages South Carolina has to offer their rapidly growing company," said Secretary of Commerce Joe Taylor. "In the ever-changing information age, publishing firms play a vital role in helping companies of all sizes and types impart a large volume of information to their audiences. **Genesis Press** will be a welcome addition to the Greenville area and our growing South Carolina business community."

Butch Kirven, chairman of Greenville County Council, said, "We are delighted that **Genesis Press** has found a new home in Greenville. It's very good news that this fine company will occupy an existing

building strategically located in the Southern part of the county. This will provide a good opportunity for local folks to find a good job with a good family-owned business.”

The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County.