



Contact:

Harry Rothenberger
CEO
HRW, Inc.
202 East Steidl Road
Paris, IL 61944
Phone: 217-463-8520
Cell: 217-712-0338
Rothenberger@frontier.com

Vicki Haugen
President & CEO
Vermilion Advantage
Phone: 217-442-6201 x 111
Cell: 217-304-0663

FORMER DHS GRADUATE COMING HOME TO START NEW SPECIALTY AG BUSINESS

June 1, 2011. For immediate release, Danville, IL. A new business will soon be located at 1850 East Voorhees Street on Danville's east industrial corridor. HRW, Inc. owned by Harry and Brenda Rothenberger, expects to begin production in late July. Their product is a high-quality milk replacement ingredient known as Cheese Meal used in feed for baby pigs. The \$1.3M investment is expected to employ up to 25 full-time employees within the first year of operation. Work is set to begin in May making modifications to the inside of the building and setting up production and laboratory equipment in the 10,000 SF facility to be leased by HRW.

HRW, Inc. was created in 1992 by Harry Rothenberger out of the need and desire to have the flexibility to research and develop new feed ingredients for animals that would be properly processed to optimize the nutritional values available in the ingredients. *"From the understanding of the large amount of milk by-products that were being land-spread and sent to landfills by cheese producing companies, I saw an opportunity to create a business that would help the environment by utilizing the by-products that were considered waste and at the same time provide a product to the pre-mix manufacturers of animal feed that was less costly and performed equally to the ingredient they were using,"* Rothenberger said. Rothenberger has a 28-year history working in the animal feed industry. The name HRW actually reflects Rothenberger's intentions. It stands for "Helping Restore Worth."

Currently there are only five other companies in the world that produce a similar milk replacement product. However, the process used by HRW is superior in optimizing the nutritional values available in the ingredients because of their low-temperature technique. The new plant will begin with one production line expected to produce between 17 and 20 million pounds of finished product in the first 12 months of production. Rothenberger stated that the second year their goal is to produce 36 million pounds of finished product. The plant has been designed to produce up to 40 million pounds of product per year. The plant will begin with a workforce of 15 hourly employees working one shift along with six salaried and support staff. Each shift added will increase employment by 15.

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Applications for first shift work including supervisor, lab technician and production workers are now being accepted at www.442jobs.com and at the Illinois Department of Employment Security One Stop located at 407 N. Franklin, Danville, IL. Beginning Monday, June 6, applications may also be picked up at 1850 East Voorhees Monday through Friday from 9 AM to 4 PM. Please enter through the door on the west side of the plant. Resumes are required for the supervisor and lab technician positions.

Rothenberger said he was excited about the new opportunity. *"I was born in Danville, grew up and attended school in Danville, graduated from Danville High School and left in 1986 when I was transferred to Champaign by the company for whom I was working. I have many fond memories of Danville, and even though I left, I have always carried those memories with me, always referring to Danville as my "home town". I worked in the grocery business for several years, eventually owning our own store in Paris, Illinois. After leaving the food industry, I became involved with animal nutrition and worked for other companies, until we began our own corporation that focused on animal feed ingredients. I retired in 2005 with no plans of returning to the business world. Then I was approached by former customers who were not able to get the quality product they needed. They asked what it would take to get me to return to production of the animal feed ingredient. With the support and assistance of my wife and children, I agreed to their requests. I immediately thought of Danville because of the agriculture industry here, the support available from Vermilion Advantage and the Danville CDBG funding, and the opportunity to "give back" to the city and community where I have my roots. We are very excited about this opportunity and look forward to returning to our home town."*

HRW, Inc. has working relationships with the three major marketers of milk replacer products. Their customer base will include the United States, Canada, Europe, Asia and South America.

Vicki Haugen, President & CEO of Vermilion Advantage said, "This project is a wonderful combination of new investment and job creation, a native son of the area coming back to invest in the community, and a new addition to the wealth of value-added agricultural production that comes out of this agriculture-rich county."

The project is being funded through First Midwest Bank and Small Business Administration. City of Danville CDBG funding in the amount of \$175,000 is also being used to assist with the initial purchase of product inventory.

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