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Invest Nebraska Corporation Unveils \$50,000 East 2 West New Venture Competition Finalists

(Lincoln, NE - December 4, 2009) Invest Nebraska Corporation unveiled today the seven finalists of the 2009 East-2-West New Venture Competition. The competition will take place Friday, December 11th at the Del Ray Ballroom in Lincoln's Haymarket.

The competition finalists are: Josh Shear, Jen Carlson, & Brandan Wamstad-Evans with Milestone Local Surfaces of Lincoln; Luke Alexander & Andrew Curran with Leyef, LLC of Lincoln; John Lupien, Mark Pluta, & John Carpenter with HempRev of Omaha; Jimmy Winter with Rockdex of Omaha; Brad Coughlin with Invoice+ of Lincoln, Rory Berry with Giftance of Los Angeles, California; and Kenis & Carrie Byam with Dally Up of Rural Deuel County.

These entrepreneurs will compete for the chance to receive a \$50,000 investment in exchange for a minority stake in their business. This competition follows five regional competitions that took place in Scottsbluff, Norfolk, McCook, Peru, and York, in which Invest Nebraska awarded a total of \$125,000 in investments to winners.

"We've seen so many creative ideas around the state so far," said Invest Nebraska Executive Director Dan Hoffman. "This competition will definitely live up to that expectation with its diversified list of exciting business possibilities."

As in all past competitions, the winner of this competition must locate their business in Nebraska.

A Judges' Panel comprised of seven individuals with ties to the Nebraska business community will identify the competition winner. The Judges are: Matt McNair, Board Chair of Invest Nebraska and Vice President of the University of Nebraska Foundation; Richard Baier, Director of the Nebraska Department of Economic Development; Bradley Walker, CEO of Nanonation, Inc.; Charles Hull, Co-Founder of Archival, Inc.; Cheryl Beamer, Educator and Professional Coach; Paul Eurek, President of Xpanxion, Inc.; and Gordon Whitten, Founder and CEO of Sojern.

The New Venture Competitions are based on the success of McCook's annual Hormel Family Foundation's Business Plan Competition in southwest Nebraska. It has been the goal of Invest Nebraska Corporation to take this model to other Nebraska communities, allowing others an opportunity to carry the Nebraskan spirit of entrepreneurship forward.

Doors will open at 12:30 p.m. for a "meet and greet", and the competition will kick off at 1:00 p.m. on the 11th. While the judges' discussions will be kept behind closed doors after the competition, the competition itself is open to the media and the public. A public reception is planned in the same location following the competition to celebrate the winning business. The reception is sponsored by the Lincoln Chamber of Commerce and the Greater Omaha Chamber of Commerce.

Spearheaded by Invest Nebraska Corporation, this competition is sponsored by the Nebraska Department of Economic Development, Nebraska Economic Development Association, University of Nebraska Technology Park, Scott Technology Center, Black Hills Energy, Nebraska State Chamber of Commerce, Jim Krieger and the Krieger Family Foundation, Information Analytics, Wolfe Snowden Hurd Luers & Ahl, LLP & Cline Williams Wright Johnson & Oldfather, LLP.

For more details, please visit www.investnebraska.com, or contact Dan Hoffman at (402) 472-2063.