



FOR IMMEDIATE RELEASE

PeaPod Homes Wins in Statewide Competition!

June 11, 2008

Congratulations to **PeaPod Homes LLC**, a newly established tenant in the Door County Business Development Center (business incubator), winners in the Business Services category of the fifth annual Wisconsin Governor's Business Plan Contest! This Sturgeon Bay company will design and distribute solar home packages that rely on patent-pending computer modeling and a unique combination of building materials.

Winners were announced on Monday, June 9 at the annual Wisconsin Entrepreneurs' Conference in Milwaukee, and will share in \$200,000 in prizes, including cash, legal services, accounting services, information technology services and media-related services.

Fifty-four judges took part in a process that progressively narrowed a field of 250 entries to 51 semi-finalists, 23 finalists and four category winners in Advanced Manufacturing, Business Services, Information Technology and Life Sciences. The independent panel of judges and the contest were organized through the Wisconsin Technology Council, the Wisconsin Innovation Network, the Wisconsin Angel Network and other affiliates.

Peapod Homes has been steadily garnering regional and national attention since officially launching their product March 12 at the Northeast Sustainable Energy Association Expo in Boston. The company participated in the prestigious MIT Clean Energy Entrepreneurship Prize competition, was named as one of 29 semifinalists in the MIT Enterprise Forum "Ignite Clean Energy" Competition and took both second place and the People's Choice Award in an Elevator Pitch Competition held as part of the Entrepreneur's Connection Conference in Green Bay.

PeaPod Homes LLC (www.peapodhomes.com) is an innovative design concept for homes that achieves dramatic reduction in energy usage. PeaPod Homes will design, manufacture and market truly "green" high thermal mass passive solar envelope kit homes. The homes are beautiful, functional spaces engineered for performance and designed for living. Each core model is designed for further expansion, allowing the home to grow with the customer's needs. The homes are beautiful, functional spaces engineered for performance and designed for living. Each core model is designed for further expansion, allowing the home to grow with the customer's needs. The company was founded by Van B. Krzywicki, Kathleen Lugosch AIA and Mark Rittle, who bring decades of entrepreneurial, real estate, architectural and renewable energy experience and expertise to the project.

Door County Economic Development Corporation (www.doorcountybusiness.com) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.