



**For Immediate Release
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NEUMANN CAMPAIGN AIRS FIRST TV AD OF 2010 GUBERNATORIAL CAMPAIGN

Ad covers Mark Neumann's background, private sector/job creation experience

WAUKESHA, Wis. – Feb. 22, 2010 – In the first television ad of the 2010 Wisconsin gubernatorial campaign, Republican candidate Mark Neumann covers his background and his experience as a businessman with a proven ability to create jobs.

The ad, entitled “Humble Beginnings,” begins airing on television stations and cable networks throughout Wisconsin and is also posted on Neumann’s campaign website, www.MarkForGov.com.

“With my wife Sue, we started our first business in our basement, and have since created hundreds of Wisconsin job opportunities over the years,” Neumann said. “It is this real-world experience and skill set I would bring to the Governor’s office, with a goal of generating good jobs statewide, crafting responsible budgets that also cut taxes, and making our education system a model of excellence.”

Neumann added the TV ads are intended to supplement his efforts to connect and communicate with folks throughout Wisconsin through various channels, including his full schedule of ‘Mark on Main Street’ visits and public appearances, as well as his Twitter account, blog postings and Facebook page, which is at 31,000 fans and counting.

“I have been in the private sector for decades, and am running against two career politicians,” Neumann noted. “This ad is just one way for me to tell my story, share my vision for the future of this great state and, most importantly, highlight my ability to help rebuild Wisconsin from this period of economic turmoil and fiscal mismanagement.”

Below is the full text of the ad:

NARRATOR: Mark Neumann. A businessman ready to lead.

A husband, father and grandfather who started by working his way through college, then taught school and coached.

Mark Neumann and his wife started a business in their basement which today provides hundreds of jobs.

MARK: “Hi folks, I’m Mark Neumann. As Governor, my top priority is bringing jobs to Wisconsin.”

Mark Neumann. Not a career politician. A businessman who understands how to create jobs. Ready to lead a Strong Wisconsin.

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