



**For Immediate Release  
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## **NEUMANN'S MOMENTUM BUILDS WITH FIRST RADIO AD OF CAMPAIGN**

*'Principled' now airing statewide*

*Ad recounts Neumann's stand for spending cuts and lower taxes*

**WAUKESHA, Wis. – March 16, 2010** – Just days after he unveiled the third statewide television ad of his campaign, a new radio ad starts airing this week on stations across Wisconsin that tells the story of how candidate for Governor Mark Neumann stood up to political power-brokers in a battle to reduce spending, cut government waste and lower taxes.

The radio ad, entitled 'Principled,' recounts Neumann's experiences in Washington as a member of Congress in the 1990s. Neumann was kicked off the House Appropriations Committee for refusing to bow to political pressure and give up his fight for a balanced budget. Neumann was ultimately restored to the committee after other Congressional members protested his removal.

'Principled' is the first radio ad of the 2010 Wisconsin campaign for Governor.

"In Washington I battled political leaders to cut spending and lower taxes, and the results were explosive job growth, a balanced budget and a growing economy," Neumann said. "As Governor, I will stick to my guns and stand up for these same principles on behalf of the citizens of Wisconsin."

"It's easy to talk like a conservative, but we need conservative leaders who have fought the hard fight and won," campaign manager Chip Englander noted. "Mark Neumann is that conservative, and he has the battle scars to prove it."

The radio ad continues the momentum built by the Neumann campaign in recent weeks. A poll released Friday by WPRI calls the Republican primary an 'open contest,' with Neumann defeating Scott Walker outside Milwaukee, and has Neumann's favorable rating up 50-percent since the last poll was taken, bringing Neumann to a dead heat with Walker.

Also, this week Neumann hit another milestone, reaching 39,000 Facebook fans. This makes Neumann the nation's most popular Republican candidate for Governor on the leading social networking site.

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### 'PRINCIPLED' RADIO AD SCRIPT

"Principled?"

"Insiders laughed at Mark Neumann when he said he'd go to Congress in 1994 to balance the federal budget.

"Mark fought wasteful spending so hard that some leaders in his own party kicked him off the Appropriations Committee. They ridiculed him and threatened him. They even tried to keep him from attending committee hearings.

"But Mark Neumann persisted. Others joined him and 4 years later, the budget was balanced, taxes cut, and new jobs created.

"Now Mark Neumann is running for Governor on a platform to turn around Wisconsin's economy based on cutting spending, reducing taxes, and encouraging small businesses to create jobs.

"Mark Neumann. Principled. And that's the kind of no-nonsense small business experience we need in Madison today, more than ever.

"Mark Neumann for Governor. Principled leadership for a Strong New Wisconsin."

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