



FOR IMMEDIATE RELEASE
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Southwest Michigan First Welcomes Governor Granholm to Kalamazoo Region for Local Business Recognition

KALAMAZOO, Mich. – Southwest Michigan First will host its first quarterly Catalyst Awards Luncheon Thursday, June 22 at the Radisson Plaza Hotel. Governor Granholm will speak at the event where AvTech Laboratories and Bell's Brewery will be recognized for their commitment to growth in the Kalamazoo Region. The event will conclude with two significant announcements.

"The idea behind the Catalyst Awards is simply to honor local businesses and show them how thankful we are as a community that they have chosen to grow here," said Southwest Michigan First Chief Executive Officer Ron Kitchens. "The entire event is in appreciation to the Kalamazoo Region's business community. We are highlighting AvTech and Bell's but we hope this will show appreciation to all of the region's existing business."

AvTech's President Rich Johnson and Bell's founder Larry Bell will each be presented with awards that were hand-crafted Kalamazoo's Park Trades Center. The glass awards, entitled *The Catalyst*, are hand-crafted by Judith Konesni of Tidal Wave Glass and the mahogany bases are created by Dennis Dahl of Homestead Furniture.

The event will be held from 11:30 a.m. to 1:00 p.m. Thursday, June 22 in the Arcadia Ballroom of the Radisson Plaza Hotel. Registration to attend this event is required, but it is open to the media. Please contact Lindsay Tjepkema at Southwest Michigan First – 269.553.9588 or ltjepkema@swmfirst.com – for more information.

About AvTech Laboratories, Inc.

AvTech Laboratories is a full-service Contract Research Organization (CRO) serving the pharmaceutical industry since 1990. AvTech utilizes state-of-the-art analytical technology to support clients' needs as they discover and develop new pharmaceutical candidates for approval by regulatory agencies. In-house techniques include HPLC utilizing both Fluorescence and UV Detection, Dissolution Testing, Immunoassays, Small Molecule X-ray Crystallography, radioanalysis (sample oxidation and liquid scintillation analysis), GC, GC/MS and LC/MS/MS. Mass Spectrometry equipment includes Sciex and Micromass platforms. Available sample storage conditions range from -70° C freezers to environmental chambers covering the range of ICH conditions for temperature and humidity.

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Operational and quality systems in place at AvTech Laboratories ensure the company's commitment to scientific excellence and regulatory compliance. AvTech's philosophy incorporates a comprehensive multi-tiered review of all data. Results of our regulatory and client audits confirm its exemplary reputation and high standards. AvTech's commitment to service is facilitated by open lines of communication with its clients. For more information, visit www.avtechlabs.com.

About Bell's Brewery, Inc.

Bell's Brewery, Inc., founded by Larry Bell as a home-brewing supply shop in 1983, sold its first beer in 1985. Originally brewing in a 15-gallon soup kettle, the company grew rapidly on top of its first year's 135 barrels of production. By 1989, Bell's Brewery was shipping over 500 barrels annually and assigned its first wholesaler, while continuing to establish itself across the State of Michigan. While working hard to build a new production facility in order to provide for its ongoing growth in 2002, Bell's Brewery still managed to increase production over 15%, brewing and shipping over 31,500 barrels of beer.

A fifty-barrel Steinecker brewhouse drives the new 32,000 square foot brewery, located in nearby Comstock, Michigan. The original Kalamazoo Avenue plant remains active brewing beer for the Eccentric Cafe and specialty projects. Together, the two plants give Bell's Brewery, Inc. a potential annual capacity of close to 60,000 barrels of production. Currently, the brewery sells its beer across a nine-state Midwestern trade area, through a network of over thirty quality wholesalers and the brewery stands as the oldest craft-brewer East of Boulder, Colorado. For more information, visit www.bellsbeer.com

Southwest Michigan First is the catalyst stimulating growth across the Kalamazoo Region. Whether you're a site selector, an investor, an entrepreneur or part of an existing company looking to grow, Southwest Michigan First has the resources and expertise to assist you in identifying and surpassing your goals. For more information, visit www.southwestmichiganfirst.com.

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