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**INFO DIRECTIONS TO INVEST \$1.2 MILLION, EXPANDING OPERATIONS AND CREATING NEW JOBS**

*Company one of eight Finger Lakes businesses to receive Upstate Regional Blueprint Funds*

Empire State Development (ESD) today announced that Info Directions, Inc., located in Victor, is investing over \$1.2 million to build a new data center, complete with new, high-tech machinery and equipment, in order to properly service its current customer base, as well as attract several new larger customers. To assist Info Directions purchase new machinery and equipment for this expansion, ESD has awarded the company a \$225,000 convertible loan through the agency's Upstate Regional Blueprint Fund (URBF).

ESD also announced the award of Blueprint funds to seven additional companies in the Finger Lakes region to help expand business operations, retain current workforce and create new positions.

“The Upstate Regional Blueprint Fund enables businesses to make investments needed to build our urban cores, advance local operational capacity and create new jobs in order to increase Upstate New York’s competitiveness,” said ESD Chairman & CEO Dennis M. Mullen. “The Blueprint Fund was designed, in part, to help small businesses develop and grow their business, which becomes increasingly important during challenging fiscal times. Governor Paterson and New York State have made it a priority to allow businesses much-needed access to capital in order to ensure economic prosperity. The companies that are expanding today are laying further groundwork to stabilize Upstate New York’s economy, while ensuring their own future here in Upstate.”

Info Directions develops and hosts billing and customer care applications for the telecommunications industry. This project will create 23 new positions within the company, in addition to the current employment level of 140 people in Victor.

“Info Directions is committed to growing here in Upstate New York. With the support of Empire State Development we are confident that our most recent research and development effort is going to deliver a product platform that continues our year-over-year growth and opens up new markets in the telecommunications industry,” said Donald Culeton, president and CEO of Info Directions, Inc. “With the region’s skilled workforce and the support of local and state government, we are

confident that Info Directions has a strong future as a growing high-tech employer here in New York.”

In addition to the \$225,000 Upstate Regional Blueprint loan the company is receiving through ESD, the New York State Division of Housing and Community Renewal (DHCR) also approved a \$225,000 grant to Ontario County, which was, in turn, granted to Info Directions to support working capital elements of the expansion project. The company also received a \$300,000 loan from the Ontario County Economic Development Corp.

“This is exactly the kind of private investment that the Ontario County Economic Development Corp. wants to encourage,” said Ontario County Economic Developer Mike Manikowski. “Info Directions is a great high-tech company and we’re proud to support their expansion and the job growth it provides in our community.”

In May 2009, Governor Paterson announced the \$120 million Upstate Regional Blueprint Fund, which supports projects that help provide a framework for future growth in regions with stymied development. The URBF is administered by Empire State Development ESD to help attract businesses, improve commerce and revitalize local economies through one of three tracks: Business Investment; Infrastructure Investment; and Downtown Redevelopment. Through a competitive application process, ESD allocates these funds in the form of subsidized loans, convertible loans and grants.

In addition to Info Directions, other Finger Lakes projects that were awarded Upstate Regional Blueprint funding, include:

**American Aerogel Corporation**, located in the City of Rochester, is a manufacturer of aerogel material, which is a high performance insulator with an array of energy conservation applications. The company will invest \$3,250,000 to renovate its existing manufacturing operations and purchase new machinery and equipment, allowing the company to increase efficiency and expand production capabilities. ESD is awarding a \$300,000 convertible loan in support of this project, which will result in the creation of 28 new jobs added to American Aerogel’s existing workforce of 33 employees.

**Constellation Brands**, headquartered in Victor, is an S&P 500 Index and Fortune 1000© company with approximately 6,000 worldwide employees. Constellation is the world’s leading wine and spirits company, with sales in over 150 countries and more than 40 operational facilities. The company’s project includes both facility renovation and construction, as well as machinery purchases totaling \$7,105,000 at their Canandaigua winemaking facilities. ESD is providing a \$476,000 grant to support this project, which will result in the retention of 188 jobs.

**Crosman Corp.**, a manufacturer of air guns and ammunition located in Bloomfield, will invest \$1.2 million in machinery and tooling. This investment will enable Crosman to continue making key products in New York State, as opposed to having this production outsourced. This project will retain Crosman’s current employment of 226 employees. ESD is providing the company a \$240,000 convertible loan for this investment.

**Harbec Plastics**, located in Ontario, is a growing manufacturer of prototypes, high-tolerance tooling, machined components and quality injection-molded parts. The company is investing \$1.5

million in new production equipment at their Wayne County facility, which will reduce maintenance, increase productivity and raise technical capabilities. ESD has awarded a \$250,000 convertible loan for the project, which will result in the retention of 85 positions and the creation of 25 new jobs over the next three years.

**iCardiac Technologies, Inc.**, located in Brighton, provides worldwide drug development companies with the complete range of core lab services, including scientific and regulatory consultation, protocol development and end-to-end project and data management. iCardiac Technologies will invest \$500,000 in new medical equipment, in an effort to expand its core laboratory facilities. ESD will provide the company with a \$100,000 convertible loan, in support of this project. The company will retain its current full-time staff of 18 employees and create an additional eight new positions.

**Newtex Industries**, located in Victor, is a leading global producer of high temperature textiles for thermal management and fire protection. Newtex products are used in industries including petrochemical, refinery, power generation, shipbuilding, military, defense and homeland security, industrial heating and process equipment, construction, transportation and other industries where operating conditions reach temperatures as high as 3000°F. Newtex Industries will invest \$720,000 in production equipment and working capital for its Z-Flex product line for its Victor facility. ESD has awarded Newtex a \$110,000 convertible loan in support of this project, which will create eleven new jobs in addition to the company's current employment of 41 full-time positions.

**Pomona Packing LLC**, located in Wolcott, is a recently formed business comprised of five large Upstate New York apple growers and suppliers. The company will purchase a 157,000 square foot former food processing plant located in Wolcott, renovating and equipping the plant into packing and processing operation for distribution and consumption of Upstate apples. Pomona will invest \$7,104,720 in acquisition, renovation and equipment costs, as well as create 32 new jobs. ESD has awarded Pomona Packing a \$250,000 convertible loan in support of this project.

More information about the Upstate Regional Blueprint Fund, as well as application forms are available on Empire State Development's website at: [www.esd.ny.gov](http://www.esd.ny.gov).

Empire State Development is New York's chief economic development agency, committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit [www.esd.ny.gov](http://www.esd.ny.gov).

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