

PRESS RELEASE



**Wisconsin Department of Natural Resources
Southeast Region**
2300 N. Dr. Martin Luther King Jr. Dr.
Milwaukee, WI 53212
(414) 263-8500
www.dnr.wi.gov



Fiore Companies
150 East Gilman Street
Madison, WI 53703
(608) 255.5060
www.fiorecompanies.com

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Contact: Sonya Newenhouse, Madison Environmental Group, Inc.
(608) 280-0800 or (608) 220-8029
Sonya@madisonenvironmental.com

Subject: The Fiore Companies honored for improving air quality

MADISON---The Fiore Companies was one of three Wisconsin businesses honored last week by the Wisconsin Partners for Clean Air (WPCA) for their voluntary efforts to improve air quality, proof that corporate environmental responsibility is alive and well.

The awards were presented during the 2010 Clean Air Extravaganza at the Children's Health Education Center in Milwaukee on Thursday, May 20. The event celebrates the accomplishments of Wisconsin businesses and organizations that are improving air quality by reducing emissions from their facilities and fleets, improving energy efficiency, providing employee commuter options, and developing ways to educate the public about air quality issues.

The Commuter Champion Award for Clean Air was given to Fiore in recognition of a Transportation Demand Management Plan, now in its fifth year, at a building located at 222 W. Washington, Madison, WI. Known as Network 222, the building is owned by West Washington Associates, LLC, and managed by the Fiore Companies. It houses more than 20 technology entrepreneurs and knowledge-based professional firms comprising 350 employees.

The comprehensive transportation plan was created and managed by Madison Environmental Group, Inc. and successfully encourages individuals who work in Network 222 to walk, bike, bus, and carpool rather than drive. Alternative commuting is now utilized by

employees of many of the building's firms and is also point of pride for partners and tenants alike.

“At Network 222, we have provided a proven model that can be used as an example for other businesses seeking to promote alternative commuting,” says Stacy M. Nemeth, Senior Vice President at the Fiore Companies. “The efforts benefit our tenants, but also benefit the citizens of Madison, because of the decrease in emissions and air pollution as fewer cars are driven to our building. The program has the added benefit of increasing awareness of sustainability issues and increasing employee morale. We are honored to receive the WCPA's 2010 Commuter Champion Award.”

The WPCA is a coalition of over 300 businesses, community organizations, schools and government agencies committed to improving air quality through voluntary action. More details of award recipients are posted at: <http://cleanairwisconsin.org/partnersmad.php>.

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