



**FOR IMMEDIATE RELEASE**

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## **Precor Incorporated to Open New Facility in Guilford County** 142 New Jobs are Planned

*Greensboro, NC* – Precor Incorporated, one of the most respected brands in fitness equipment, announced today that they will open a new Southeast manufacturing, assembly and distribution facility at Rock Creek Center in Eastern Guilford County. The company will build a 225,000 SF LEED certified building to accommodate their operations and will invest \$26.2 million. Precor plans to hire approximately 142 employees by 2011. Those employees will receive an average wage of \$38,456. The facility will also be the headquarters for the Precor Strength Division.

Precor received an economic development incentive grant from Guilford County, which strengthened their decision to locate a new facility here. "This is an exciting time for Greensboro," commented Guilford County Commissioner Chairman, Skip Alston, "we welcome Precor with open arms."

Rock Creek Center is a strategic location for Precor because of the easy access to I-40/85 that the site affords. Precor was also attracted by the excellent training opportunities in welding, machining, and upholstery available through Guilford Technical Community College. "GTCC is such an integral partner in attracting Precor to the area," commented Greensboro Economic Development Alliance Chairman, Chuck Cornelio. "Guilford County has so much to offer new companies and we did everything in our power to make their location decision process as seamless as possible. We are thrilled to have a new manufacturing, assembly, and distribution center as well as a new divisional headquarters. I can't think of a better Christmas present for Greensboro and Guilford County."

The Greensboro Economic Development Alliance (GEDA) worked closely with Precor representatives throughout the site selection process. The strong team effort of the entire community is what made this project possible. GEDA extends special thanks to the Guilford County Commissioners, the North Carolina Community College System, and the North Carolina Department of Commerce, the North Carolina Department of Transportation, Duke Energy, as well as Simpson, Schulman, and Beard for all of their support to bring Precor to Guilford County.

A member of the Greensboro Partnership, Greensboro Economic Development Alliance's mission is to facilitate the creation of high quality jobs, attract new capital investment, retain and expand existing businesses, improve per capita income and generally improve the quality of life in Greensboro and Guilford County.

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