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**RIVER FALLS MULTIMEDIA FIRM ON THE CUTTING EDGE
OF LEGISLATION LOBBYING**

RIVER FALLS, Wisconsin – Voila! Media Group, an up and coming multimedia marketing firm in River Falls, Wisconsin already knew that interactive CD-ROMs would be an excellent way to communicate information about proposed legislation. But, according to Voila! co-owner LaVone Weer, they didn't expect that their 4-year old firm would be one the first in the region to do it.

The Voila! produced Interactive CD-ROM, commissioned by Farm Credit Services North Central Wisconsin, uses video and interactive elements to explain how proposed Wisconsin Dairy Improvement Investment Tax Credit legislation will benefit the state's dairy industry and both urban and rural communities to the tune of 1.3 billion dollars,

Mike Krutza, CEO of Farm Credit Services North Central Wisconsin, said that the broad beneficial impact of the legislation called for an innovative new approach in communicating it to Wisconsin's legislators and other influential civic and business leaders.

"Because the bill is of such critical importance to our dairy industry and the entire state," Krutza said, "it was equally important to think outside of the box in communicating information about it. The Interactive CD-ROM was the clear choice."

The legislation itself would provide a targeted investment tax credit that enables family dairy farms to upgrade their milking equipment, which economists say will translate into 1.3 billion dollars of statewide economic benefit.

The Interactive CD-ROM includes video footage of a young man talking about all the ways that the bill's \$1.3 billion economic benefit will help the state of Wisconsin, from the inner city to the family dairy farms. Recipients of the CD-ROM can also click on links to watch interviews with several proponents of the legislation, including the bill's author, State Representative, Alvin Ott.

FCS North Central Wisconsin chose Voila! Media Group because of their experience in the world of "New Media" such as CD-ROMs, interactive business cards, video, and Web sites. Voila's Weer said that interactive communications like CD-ROMs are of increasing importance.

"It's all about getting people to sit up and take notice, then delivering information in a clear and interesting manner," she said. "Interactive media like CD-ROMs, Web sites and things like I-cards (interactive business cards) can simply hold the recipient's interest better, whether it's explaining a new piece of legislation, a non-profit's programs or a company's products and services."

Voila! Media Group was founded in 1999 by Wisconsin natives LaVone Weer and Shelly Burr. The firm is located at 107 North Main Street in downtown River Falls, Wisconsin. For more

information about the company's full range of multimedia services, they can be contacted at 1-877-522-2988 or visit their Web site, www.voilamediagroup.com.