



## MEDIA RELEASE

April 28, 2006

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# Major Expansion Planned

Theisen's to Build 110,000 Square Foot Distribution Center and Corporate Office

**DUBUQUE, IOWA** — A longtime Dubuque-based business, Theisen's (pronounced Ty-sons), today announced a massive growth plan that includes a major project in Dubuque, plus new retail locations in Iowa.

The company intends to build a 110,000 square foot, state-of-the-art distribution center and corporate office in the Dubuque Industrial Center West. Theisen's currently has 14 stores in Iowa, with its most recent opening in Newton earlier this month. Officials cited continued sales growth and the overall need for increased efficiencies as the drivers of the expansion.

The new distribution center is slated to include improved processing and flow through that will help the company stay competitive and grow. This \$5 million expansion plan includes a 20,000 square foot office for the company's corporate headquarters. The company intends to create ten jobs at the new facility and is in the process of negotiating a development agreement with the City of Dubuque.

In addition, the company's plan to enter new retail markets—including three cities in central Iowa—was a key factor in the Dubuque expansion. With the recent addition of Newton, Ames in August and one other Iowa location yet this year, plus, a new store in Pella and the relocation of Maquoketa store in May 2007, Theisen's will add approximately 130 associates to the Iowa work force. Theisen's offers lawn & garden, power equipment, casual clothing, workwear, footwear, pet supplies, automotive, tools & hardware, plumbing & electrical, sporting goods, farm supplies and much more. Some locations have an Automotive Service Center. This will bring Theisen's total number of stores to 17 in 2007.

Although the company's double-digit growth rate and new retail locations are proof-positive of a successful, well-run company, Jim Theisen, President & CEO, was quick to credit his associates for the company's success. "Without question, this expansion is a direct result of our people," said Theisen. "Plain and simple, our associates care a great deal about our customers and the respective communities that we serve," he added.

The company was established by Leo and Kathryn Theisen and has operated in Dubuque since 1927. Today, the company remains in the Theisen family with Jim Theisen serving as the President, Chris Theisen serving as VP/Director of Operations, and Tony Theisen serving as VP/Director of Purchasing. Other Iowa retail locations are Dubuque, Anamosa, Dyersville, Tipton, Dewitt, Monticello, Vinton, Iowa Falls, Charles City, New Hampton, Marshalltown and Cedar Rapids.