NEWS RELEASE
For Immediate Release

GENESIS CASKET COMPANY TO OPEN MANUFACTURING OPERATION IN INDIANAPOLIS
Company expected to employ 150 workers by mid-year, 300 total by 2014

INDIANAPOLIS (February 23, 2011) — Mayor Greg Ballard joined executives from Genesis Casket Company today to announce the company’s plans to open a manufacturing and distribution operation at 3011 N. Franklin Road and hire 300 employees by 2014. The first 150 workers are expected to be on the job when the facility opens this summer.

“This announcement is significant for many reasons, foremost of which is the creation of 150 good paying manufacturing jobs on the east side by this summer and another 150 jobs by 2014,” said Mayor Greg Ballard. “Additionally, anytime a company chooses Indianapolis over other locations it reinforces the fact that we have an outstanding business climate with great workers, balanced budgets and low taxes.”

Genesis Casket Company and its partner, Gestamp North America, Inc., based in Troy, Mich., will invest $16.5 million in equipment to manufacture and distribute metal caskets made with 21st century technologies and processes that will be sold to customers throughout North America. Genesis expects to produce 30,000 caskets in its first full year of operation.

The company will begin hiring workers at an average wage of $26 per hour over the next few months to fill management, sales and marketing, engineering, production, and distribution positions.

“Genesis Casket’s international ties give the company the ability to do business anywhere in the world,” said Governor Mitch Daniels. “Indiana competed and came out ahead in the company’s quest to find the best-in-class workforce, business climate and transportation infrastructure and that is a huge win for hundreds of Hoosiers.”

William Anthony (Tony) Colson has been named CEO of Genesis Casket Company and will relocate to Indianapolis to oversee the new operation. Colson has extensive experience in the funeral industry, most recently serving as the president and CEO of Wilbert Funeral Services in Chicago, a manufacturer and distributor of burial vaults and cremation products. He and his team chose to locate the company in Indianapolis after evaluating sites in Michigan and Kentucky.

“Indianapolis is central in proximity to many major markets which make it a preferred location from an operations and logistics perspective. My team and I considered several possibilities. When we became aware of the location at Franklin Road and the inherent attributes combined with the business friendly culture and abundance of available talent, the total proposition created superior value for Genesis Casket Company and Indianapolis became the logical city of choice,” said Colson. “Indianapolis is my hometown and I can’t tell you how pleased I am to be ‘Back Home Again in Indiana’ and to be able to bring these jobs to Indianapolis.”

Develop Indy will support the company’s request for a personal property tax abatement before the Metropolitan Development Commission based on its job creation and capital investment plans. EmployIndy (formerly the Indianapolis
Private Industry Council has offered recruiting assistance and a $300,000 training grant, which will assist the company in identifying and preparing a pipeline of local workers to fill the new jobs. The Indiana Economic Development Corporation has offered up to $4.5 million in performance-based tax credits. The Indy Partnership provided site selection assistance and research.

To apply for a position with Genesis Casket Company, please send a letter of interest and resume to hr@genesiscasket.com.

**About Genesis Casket Company**
Founded in 2010 and headquartered in Indianapolis, Ind., Genesis Casket Company will produce a metal casket made with 21st Century technologies and processes when it opens its new facility in the summer of 2011. The company is expecting a sustained horizon for growth and expects to become a $100 million enterprise over the next few years. Genesis will employ 300 at its facility at 3011 N. Franklin Road in Indianapolis.

**About Gestamp North America, Inc.**
Gestamp North America, Inc. designs, develops, and manufactures metal components, metal stampings, and structural systems for the automotive industry. The company was founded in 2004 and is based in Troy, Mich. Gestamp North America, Inc. operates as a subsidiary of Gestamp Automoción, S.L. Gestamp North America manufactures and supplies parts to many of the premier, large auto companies such as Ford, GM, Chrysler, Mercedes-Benz, BMW and Volkswagen.

**About Develop Indy**
Develop Indy is Marion County’s local economic development organization. Develop Indy is dedicated to attracting new businesses, retaining and expanding existing businesses and serving as a catalyst for capital investment and quality job growth in Indianapolis/Marion County. Formed in 2007, Develop Indy is led by CEO Scott Miller. For more information about Develop Indy, visit [www.developindy.com](http://www.developindy.com).

**About EmployIndy**
EmployIndy is Marion County’s local workforce development organization dedicated to advancing workforce solutions for Indianapolis. EmployIndy invests public and private funds for job training and education services to prepare a pipeline of skilled workers to fill the high demand jobs of today and in the future. Formed in 1983, EmployIndy is led by president and CEO Brooke Huntington.

**About IEDC**
Created by Governor Mitch Daniels in 2005 to replace the former Department of Commerce, the Indiana Economic Development Corporation is governed by a 12-member board chaired by Governor Daniels. Mitch Roob serves as the chief executive officer of the IEDC. For more information about IEDC, visit [www.iedc.in.gov](http://www.iedc.in.gov).

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