



PABST FARMS

Lake Country's Address of Distinction

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**GE SECURITY SELECTED AS STRUCTURED WIRING VENDOR & ADVANCED
COMMUNICATION SPECIALISTS AS A CERTIFIED INTEGRATOR FOR
PABST FARMS RESIDENTIAL DEVELOPMENTS**

OCONOMOWOC, Wis. – Pabst Farms officials announced today that GE Security has been awarded the exclusive contract to provide all structured wiring for every home built in Pabst Farms' three residential developments. **Advanced Communication Specialists** has also been chosen as one of the three Certified Integrators to install the GE Security Structured Wiring.

This announcement comes one month after Pabst Farms named SBC Wisconsin its preferred communications provider and announced that the company would be deploying Fiber to the Premises (FTTP) technology to all three of its residential developments as well as laying fiber optics technology throughout its entire master planned community.

According to Bronson Haase, president of Pabst Farms Equity Ventures LLC, "This agreement with GE Security is the next logical step for us to take to ensure that all of the homes within Pabst Farms will be digitally ready and able to utilize this state-of-the-art technology that we went to great lengths to make sure would be a part of our master planned community.

"With GE Security's Smart ConnectionCenter all of the residents at Pabst Farms will be able to enjoy fully integrated electronic technology throughout their home."

This technology enables to homeowners choose from services including high speed internet access; home security camera and alarm systems; high-quality digital and cable television in any room; home theaters; networking of computer, printers, fax and scanners; digital quality music throughout the home; and advanced telephone systems.

"This agreement will enhance every family's way of life at Pabst Farms, and it will expand their ability to work from home, safeguard their families and enjoy entertainment," said Haase.

According to Gene Goodell, national sales manager for Smart ConnectionCenter with GE Security, “Pabst Farms is really showing how forward thinking they are by mandating that all of the homes within this grand master planned community are equipped with cutting-edge technology. Through this agreement, whatever electronic capability a resident has in Pabst Farms, or whatever they want to add in the foreseeable future, ConnectionCenter will be able to deliver it.”

According to Haase, “Just as it’s unimaginable to build a new home today without central air or other amenities, it will be unthinkable tomorrow to have a home without these types of advance communications connections. It’s a huge selling point to build this technology into a home today and it adds great value.”

To ensure quality control and enforcement of GE’s 15-year system warranty, three certified GE integrators – **Advanced Communications Specialists**, Audio/Video Masters and Built-In Home Systems – will be responsible for installing the Smart ConnectionCenters into all of the residences at Pabst Farms.

Pabst Farms is a unique and inviting master planned community unlike any other development in Southeastern Wisconsin. Located just off I-94 and Hwy 67, it is a place where you can truly live, work and play in grand style. It offers all of the conveniences and amenities of an urban area in a beautiful Lake Country setting and is only 40 minutes to downtown Milwaukee and 45 minutes to downtown Madison.

Pabst Farms offers a complete living experience by integrating five different environments – The Residences at Pabst Farms, Pabst Farms Town Centre, The Shops at Pabst Farms, Pabst Farms Commerce Centre, and Pabst Farms Research/Technology Park – all into one thoughtfully developed master planned community.

Each of these entities has its own character and form but yet is closely tied to the overall exceptional quality of life that Pabst Farms truly represents.

Pabst Farms, a joint venture between the Bell and Pabst families, is being developed by Pabst Farms Development LLC. The developer’s vision is to build an acclaimed Midwest “destination development” of long-term value to the residents and businesses of Pabst Farms as well as the larger Oconomowoc/Summit area.

For more information on Pabst Farms visit www.pabstfarms.com.