



Terra Nova, Inc.
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FOR IMMEDIATE RELEASE:

Terra Nova Inc. Acquires Ogren Electronics Inc.

WAUKESHA, WI, December 15, 2009 – Terra Nova, Inc. (d/b/a Terra Nova Integrated Systems) announced today that it has acquired Ogren Electronics, Inc. of Eagle River, WI, a retailer and systems integrator of consumer electronics, audio/video, security, and communications systems. Following the acquisition, Ogren Electronics LLC will operate independently, building on its 20-year history of exemplary customer service and innovation for home and business customers in Wisconsin's Northwoods area.

The acquisition combines the talents and financial strength of two of Wisconsin's most successful electronic systems integrators. Says Terra Nova, Inc. President Chris McCanles: "Dave & Mary Alice Ogren have built a great company. I've admired them and their team for years from afar and am elated at the opportunity to merge our companies. Together, I look forward to achieving great things on behalf of our customers, employees, and communities."

With the acquisition complete, Ogren Electronics will maintain its distinct brand identity, strengthening and complimenting Terra Nova's own growing residential and commercial systems integration business. Says Ogren Electronics, Inc. President Dave Ogren: "The joining of our firms will allow us to continue to stay at the forefront of technology's cutting edge. The digital age is sweeping the entire state, and residents and businesses in the Northwoods want to experience the same benefits as those living in the big cities."

Mary Alice 'M.A.' Ogren will assume a new role as the organization's Vice President – Design, overseeing both companies' design and specification efforts. Dave Ogren will become Ogren Electronics' VP – Operations, managing their field technicians and service departments. With Terra Nova's expertise in a wide variety of emerging technologies, both companies will expand their offerings in video conferencing, alternative power systems for homes, home medical monitoring, and security & surveillance. Customers of both companies will benefit from increased buying power, greater technical and field service capabilities, and an expanded statewide service area.

About Terra Nova, Inc.

Founded by Chris McCanles in 1997, Terra Nova Integrated Systems is one of Wisconsin's largest audio/video systems integrators, providing home and business customers with sales, service and installation of audio/video, home & building automation, security & surveillance, and communications systems. Terra Nova is the only state-owned company that has achieved INFOCOMM's Certified Audio/Video Solutions Provider certification at the highest Diamond level, the only certification recognized by ANSI/ISO in the audiovisual industry. Terra Nova is the sole Wisconsin shareholder in Professional Systems Network International, the professional audiovisual industry's oldest and most successful network of systems integrators, representing \$550 million in combined revenue and nearly 1700 employees serving 60 major markets throughout the U.S. and Canada.

About Ogren Electronics, Inc.



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Since 1988, Ogren Electronics has been a company of 'firsts', being the first electronic systems integrator in Wisconsin's Northwoods area. Driven by Dave Ogren's long history in radio broadcasting, Ogren Electronics became the first area outlet for DirecTV, continuing to serve thousands of area home and business customers with satellite and off-air antenna systems. The business expanded into home & commercial security systems, telephone and commercial sound before becoming the largest independent retailer of consumer audio/video in Northern Wisconsin, operating a modern showroom in Eagle River, WI. Ogren Electronics was the first company in northern Wisconsin to become a member of the Custom Electronic Design & Installation Association (CEDIA), the residential technology industry's trade organization, and their technicians and designers were the first in the area to achieve CEDIA Certification. Ogren Electronics is also a member of the National Burglar & Fire Alarm Association (NBFAA), the National Fire Protection Association (NFPA), the Wisconsin Burglar & Fire Alarm Association (WFBA), and the Electronics Technician Association (ETA). Ogren Electronics recently won Lutron Electronics' worldwide 2009 Excellence Award for their work in motorized window shades. Ogren's "We Can Do That" business philosophy has secured their position as the leader in audio/video, security and communications technology in Wisconsin's Northwoods.