

## PRESS RELEASE

January 22, 2007

### ***Site Selection* Announces Media Partnership with IEDC**

ATLANTA, Ga. – *Site Selection* magazine has been named the official media partner of the International Economic Development Council for the 2007 and 2008 Annual Conferences of IEDC, *Site Selection* publisher Conway Data Inc. announced today.

As IEDC's official media partner, *Site Selection* and *SiteSelection.com* will promote IEDC's annual conferences in Phoenix in 2007 and Atlanta in 2008. The marketing and promotional efforts will include print ads, online ads and email newsletter ads for IEDC. *Site Selection* will receive expanded exposure and recognition at the two IEDC events, including the 2008 event in Atlanta, the hometown of *Site Selection* for its entire 53-year history.

Conway Data General Manager Ron Starner, who is serving on the Atlanta 2008 Host Committee of IEDC, called the premier media partnership with IEDC "a landmark deal for both IEDC and *Site Selection*. We greatly respect and admire the efforts of IEDC and its President Jeff Finkle to advocate the cause of professional economic development around the world. We feel that *Site Selection* is the best brand name in the business to help IEDC promote its message of high-quality service to the corporate end-users who invest millions of dollars into IEDC members' home regions.

"For 53 years, *Site Selection* magazine has been synonymous with top-notch editorial coverage of the corporate real estate and economic development sectors," added Starner. "This partnership gives the world's leading economic development organization an even bigger platform before the top real estate decision-makers at the world's largest companies."

IEDC President Jeff Finkle said that "IEDC holds *Site Selection* in the highest regard, and we look forward to working with them over the next two years. Our Annual Conference is the year's largest gathering of economic development professionals in the world, and it continues to grow. Thus, the mutual exposure we will provide one another will elevate the awareness and efforts of both organizations.

"IEDC's goal is to help economic developers do their job more effectively and raise the profile of the profession," added Finkle. "Because when we succeed, our members create more high-quality jobs, develop more vibrant communities and generally improve the quality of life in their regions."

Conway Data and IEDC have been website partners since 2000, when the two entities launched *DevelopmentAlliance.com*. The web portal provides hundreds of key demographic data points to corporate site selectors and consultants. The website also exists to promote the IEDC Area Data Standards.

For more information, go to [www.siteselection.com](http://www.siteselection.com) and [www.iedconline.org](http://www.iedconline.org).