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OPPORTUNITY HOUSTONSM TO EXPAND HOUSTON REGION'S GLOBAL AEROSPACE / AVIATION FOOTPRINT

International Initiatives, Technology and More will Strengthen Economic Development in Aerospace / Aviation Industry Sector

HOUSTON (Oct. 30, 2006) -- The Greater Houston Partnership unveiled a historic fundraising effort aimed in part at building greater awareness of the region's business advantages to the aerospace and aviation industry.

Opportunity HoustonSM, chaired by Houston Astros' owner Drayton McLane, is designed to expand the region's global reach through enhanced international initiatives and leveraging technology to target foreign and domestic companies for relocation and expansion in the 10-county region.

McLane said that the aerospace industry is one of the sectors being targeted because it is a natural fit with what the region already has to offer – including the Johnson Space Center (JSC) and the region's institutions of higher learning.

"JSC is at the center of a strong, diverse network of research, healthcare, and education organizations that are closely linked to the industry," he added. "We also have a workforce that is uniquely equipped to serve the sector, and the engineering and physics programs at Rice and the University of Houston produce high-quality, highly capable graduates.

"That means the right technological, R&D, and academic resources are in place – supported by a bright spirit of innovation – to help aerospace companies grow and prosper almost immediately."

Opportunity HoustonSM is a \$40 million aggressive marketing campaign that will support the Partnership's strategic plan to help create 600,000 new jobs, attract \$60 billion in capital investment, and generate \$225 billion in foreign trade.

Included among the possible programs *Opportunity HoustonSM* would fund are:

- Development of a Geographic Information System (GIS), an advanced technology that can capture data according to location and link prospects with specific sites throughout the 10-county region that best meet their requirements.
- Lead-generation methodology that will enable the Partnership to identify and aggressively pursue the strongest potential prospects in key growth sectors.

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- Enhanced international outreach that includes trade missions similar to those taken earlier this year to India and China.
- Marketing efforts and public relations designed to impact domestic and international perceptions of the Houston region.

Taken together, McLane said, these and other activities will enable the region to make a powerful case for growth and development – not just in the aerospace industry but in other sectors as well.

“We have what companies need: a low cost of doing business, a strong pro-business environment, a great partnership with local governments, a skilled workforce – pretty much anything anyone could ask for,” he continued.

“All we have to do is get the word out, and that is exactly what *Opportunity HoustonSM* is designed to do.”

The Greater Houston Partnership is the primary advocate of the Houston business community and is dedicated to building regional economic prosperity. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller.

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