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OPPORTUNITY HOUSTONSM TO EXPAND HOUSTON REGION'S GLOBAL ENERGY FOOTPRINT

International Initiatives, Technology and More will Strengthen Economic Development in Energy 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 energy sector.

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 Houston's standing as the center of the domestic and international energy industry makes the sector a natural target for the outreach campaign. The region is currently home to more than 3,600 energy-related businesses, including nearly 600 exploration and production firms, over 170 pipeline transportation companies, and hundreds of manufacturers and wholesalers.

"We have the capability to build and manufacture the structures and equipment that every segment of the energy industry needs," he added. "We have the intellectual capital necessary to support the sector. And we have the largest concentration of human capital and infrastructure in the country.

"Simply stated, that means there is no reason for energy companies to go anywhere else in the nation, or the world, to get what they need to help meet the world's energy demands."

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 technology 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 and public relations efforts 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 energy 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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