



FOR IMMEDIATE RELEASE

Nevada Development Authority Launches Campaign in Eastern U.S. Promoting Las Vegas' Pro-Business Environment and Infrastructure

Campaign Starts Today with State of New Jersey to be First Target

LAS VEGAS – August 7, 2006 – The Nevada Development Authority (NDA) is launching an aggressive campaign to recruit businesses from the Eastern region of the U.S. to relocate or expand to Las Vegas. Today's launch will first target businesses in New Jersey, specifically companies in the biotech and life sciences industries. The NDA is approaching New Jersey to capitalize on the rich biotech and life sciences industries in light of the recent budget instability and hindering tax rates.

The ongoing campaign will then extend to other markets in the region promoting Southern Nevada's high-tech infrastructure, the overall low costs of doing business and less bureaucratic, business-friendly state and local governments. NDA is broadening their strategy by showcasing Nevada as a primary technological hub for the Western U.S. Existing facilities such as the Harry Reid 115-acre Research and Technology Park, UNLV Science Engineering and Technology Building, UNLV Supercomputing facility, Nevada Cancer Institute, Lou Ruvo Alzheimer Institute and The Nevada Neurosciences Institute make Las Vegas a high-science business community that will appeal to eastern region businesses.

In the past two years as a result of the highly effective campaigns in California, NDA recruited more than 30 businesses to relocate or expand to Las Vegas. Successes have included: Advanced Medical Imaging and Genetics, a personalized medicine company in the business of molecular and imaging diagnostics, therapeutics and prognostic solutions; Noninvasive Medical Technologies, a manufacturer of patented, FDA-approved medical devices; and InfoGenesis, a company specializing in delivering innovative software solutions to the hospitality and food service industries for total guest experience management.

“This campaign will incorporate strategies that have worked in the California campaigns, and due to the growth of the technological base in Las Vegas, we are now aggressively pursuing businesses in the biotech and life sciences industries along with other industries that will help further diversify Southern Nevada's economy,” said Somer Hollingsworth, President and CEO of NDA.

The new campaign will take the same approach as past campaigns using a list of top reasons to relocate or expand to Las Vegas, but will enhance the list with existing high-science companies.

List of reasons to relocate or expand from the eastern region of the U.S. to Las Vegas:

1. Business-friendly state and local government
2. No state corporate income tax
3. No personal income tax
4. Excellent state incentives
5. Educated, expanding and cost-effective workforce
6. Best economic growth in the United States
7. America's finest telecommunications and technology infrastructure
8. Harry Reid 115-acre Research Technology Building
9. UNLV Science Engineering and Technology Building
10. UNLV Supercomputing facility
11. Nevada Cancer Institute
12. Lou Ruvo Alzheimer Institute
13. The Nevada Neurosciences Institute
14. Very dependable, expanding energy base
15. McCarran International Airport – America's 5th largest
16. Foreign Trade Zone #89

The Nevada Development Authority attracts, retains and expands the business base to enhance the overall socioeconomic environment of Southern Nevada. Established in Las Vegas in 1956, the NDA is Southern Nevada's largest economic development agency and contributes to the area's prosperity by attracting new companies and assisting local companies in expansion projects. For more information, please call (702) 791-0000 or visit www.nevadadevelopment.org.

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