



FOR IMMEDIATE RELEASE

March 10, 2006

*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

**Las Vegas to Launch Statewide California Campaign
Targeting Businesses to Relocate to Southern Nevada**

DATE: Monday, March 13, 2006

WHAT: Nevada Development Authority to launch \$1.2 million statewide multi-media campaign targeting businesses to move to Southern Nevada. Sacramento to be first stop on multi-market bus tour. The California State Capitol will be the site where the wrapped California Business Nut tour bus will be parked in front of the California State Capitol Building and will include street teams wearing TV T-shirts playing video segments that "size up" California's business nut. Bags of peanuts that show "5 Ways to Lower Your Nut" will be handed out while a four-piece jazz band plays. During the entire multi-market bus tour, a 1/2 ton of peanuts will be given out.

The Campaign is in response to the large influx of California company inquiries looking to improve their bottom line by moving to Las Vegas.

WHO: The Nevada Development Authority President & CEO, Somer Hollingsworth, and other Las Vegas recruiters will be on hand to talk about how California companies can improve their bottom line by moving to Las Vegas. Nevada Development Authority's mission is to attract, retain and expand the business base and to enhance the overall socioeconomic development of Southern Nevada.

WHERE: Front of California State Capitol Building
10th & L Streets
Sacramento, CA 95814

WHEN: Monday, March 13, 2006
11 a.m. - 1 p.m.

**For more information or interview opportunities, contact
Preferred Public Relations & Marketing at 702-682-2584**

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