

PRESS RELEASE

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**CLINTON UNVEILS NEW TOOLS TO RAISE REGIONAL PROFILE  
CEO to Reveal New Name, Logo & Positioning Statement**

Media and community leaders are invited to share in the excitement of the Clinton Area Development Corporation's new name, logo, tagline and positioning statement at 10 a.m. on Thursday, March 23, 2006 in the flex office building on the campus of Lyons Business & Technology Park, 1310 19<sup>th</sup> Avenue NW, Clinton, Iowa. During the event, the organization's president and CEO, Steve Ames, will present the new name, logo, tagline and positioning statement.

Ames said, "Our new look and name reflect the focus and commitment of the Clinton Regional Development Corporation to effectively implement the Quality Jobs 4/A Strong Future Initiative and to market the advantages of the communities in the Bi-State Region on national and global levels. Our recent successes, including the Iowa Great Places designation, have laid the foundation to take us to the next level."

The organization's name has changed to Clinton Regional Development Corporation with a logo that features the tagline, "The Connections Corridor." In addition, a new positioning statement has been developed. The retooled marketing elements reflect Ames' leadership role over the last six months in developing a more inclusive, positive image of the region. The organization's website is also being revised, with the launch planned for a future date.

The Clinton Regional Development Corporation works actively to generate positive business activity to approximately four communities in Iowa and four communities in Illinois.

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