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THE COACHELLA VALLEY ECONOMIC PARTNERSHIP RECEIVES A \$50,000 CONTRIBUTION TO ASSIST IN AREA ECONOMIC EXPANSION

KPSP Renews Support for CVEP Economic Blueprint

Palm Desert, CA (April 14, 2010) – The Coachella Valley CBS affiliate, KPSP Local 2, has renewed their support for the Coachella Valley Economic Partnership (CVEP) with an investment of \$50,000. The funds are a combination of cash and in-kind contributions for CVEP to continue building a strong economic foundation for the area through the Coachella Valley Economic Blueprint.

“Our Valley has tremendous economic potential which can be achieved through the CVEP Economic Blueprint if given the time and support needed to move the Action Plan forward,” says Donald Perry, Vice President and General Manager, KPSP Local 2. “Substantive and positive economic growth is needed in our region and we encourage others in the community to step forward in support of the Blueprint.”

Perry was on the Blueprint Steering Committee and KPSP signed on to the CVEP Economic Blueprint shortly after its introduction and overview at the Coachella Valley Fall 2009 Economic Summit.

“We are very fortunate to have KPSP’s continued advocacy in 2010, and sincerely thank them for their generous donation and commitment to the Economic Blueprint,” says Wesley Ahlgren, Director of Operations, CVEP. “This financial support will help us continue to build upon the implementation goals which will ultimately improve the quality of life in the communities of our region.”

The Coachella Valley Economic Blueprint is a forward-thinking and actionable roadmap for achieving future economic success in the Coachella Valley. It provides regional stakeholders the opportunity to come together behind a comprehensive and proactive plan for future quality development.

For more information, contact CVEP at 760.340.1575 or go to www.cvep.com.

About CVEP:

The Coachella Valley Economic Partnership is an economic organization devoted to attracting, retaining and expanding business and improving the quality of the workforce, in order to raise the overall economy and quality of life of the region. Established in 1994 as an action-oriented, non-profit corporation, CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, as part of the Coachella Valley Economic Blueprint, CVEP is focusing attention on planning and nurturing the

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growth of industry target sectors which include Healthcare & Life Sciences, Clean Technology/Energy, Supply Chain/Logistics and Creative Arts & Design.

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