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KINER COMMUNICATIONS AND CV STRATEGIES AWARDED COACHELLA VALLEY ECONOMIC PARTNERSHIP MARKETING CONTRACT

Palm Desert, CA (March 1, 2010) – The Coachella Valley Economic Partnership (CVEP) is pleased to announce Kiner Communications, partnered with CV Strategies, has been awarded its marketing contract to develop, execute and track the Economic Blueprint campaign. The two agencies topped the list of 26 local, regional and national firms that responded to CVEP’s request for proposals.

“We’re committed to the ambitious road map established in the Economic Blueprint, and we’re confident Kiner Communications and CV Strategies is the team that can deliver the quality concept and creative strategy for our needs as we move forward,” says Wesley Ahlgren, Director of Operations, Coachella Valley Economic Partnership.

Kiner Communications will spearhead and develop the marketing, advertising and public relations campaign for the Blueprint Implementation Plan. Partnered with CV Strategies for the public relations efforts, the two agencies bring to CVEP a strong alliance of marketing expertise.

“We’re looking forward to working closely with the CVEP team to create an innovative and compelling campaign that will successfully drive the Blueprint through the next phase of implementation,” says Scott Kiner, Chief Executive Officer, Kiner Communications.

Both Kiner Communications and CV Strategies have vast experience designing and implementing successful messaging campaigns. Founded fifteen years ago, Kiner Communications is one of the largest advertising agencies in the Inland Empire and a nationally recognized marketing firm currently serving more than 35 clients. CV Strategies specializes in robust communications strategies, and has a varied client list, with emphasis in government agencies, municipalities, special districts, and not-for-profit sectors.

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. The Blueprint focuses on four primary goal areas: Regionalism; Economic Diversification; Workforce Excellence; and, Quality of Place.

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

About Kiner Communications:

Kiner Communications is a full service advertising agency, providing expertise in all areas of communications, including marketing, advertising, graphic design, interactive development, public relations and business development. Clients include Fantasy Springs Resort Casino, Community Valley Bank, Coachella Valley Economic Partnership, The PENTA Building Group, Pete Carlson's Golf & Tennis, Las Casuelas Nuevas, Prime Time International, KOBE Japanese Steak House and the 2010 Southwest Arts Festival.

About CV Strategies:

CV Strategies specializes in building and implementing comprehensive communications programs. Representing local, regional and national clients, the team provides innovative public relations, branding and image building, political and governmental messaging, crisis management, video production, media training, and event planning and facilitation for a cross section of industries including environmental, real estate, business, retail, municipalities, water districts, and not-for-profits. CV Strategies offers expert guidance and implementation in emerging media and Web 2.0, helping clients integrate the latest social media and online tools into their communications campaigns to enhance brands, influence audiences and build support.

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