



Baton Rouge Area Chamber®

*Leading Economic Development
in the Baton Rouge Area*

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Baton Rouge Area Receives Economic Development Recognition

Capital Region named South's No. 2 mid-market for 2007

BATON ROUGE, La. (July 9, 2008) – The Baton Rouge area has been named the South's No. 2 mid-market for 2007 in *Southern Business & Development's* (SB&D's) 15th annual SB&D 100 based on its economic development deal flow. Last year, the same publication named the Capital Region the hottest market for southern deal-making in the midsize category.

Each year, *SB&D* ranks the top 100 jobs and 100 investment announcements made in the American South during the previous calendar year, as well as all deals of more than 200 jobs and/or more than \$30 million in investment. The Baton Rouge area, which tied with Huntsville, AL, ranked second in mid-markets (populations of 250,000-749,000). The second place ranking bested communities such as Columbia, SC, Little Rock, AR, Montgomery, AL, Charleston, SC, and Gainesville, FL.

"This recognition is a strong indication that the Capital Region is doing things right in business development," said Adam Knapp, BRAC's President and CEO. "BRAC and our regional partners work tirelessly to improve and promote the Baton Rouge area. With our recent project and policy wins in the first half of 2008, the region is poised to continue its dynamic growth."

In 2007, BRAC announced thirteen business development project wins representing more than 1,300 new jobs and more than \$284 million in capital investment. Halfway through 2008, BRAC has announced seven project wins, which have secure over 400 jobs and \$205 million in new capital investment.

About the Baton Rouge Area Chamber

BRAC leads economic development in the nine-parish Baton Rouge metropolitan area. Serving as the voice of the business community, BRAC's membership includes more than 1,500 organizations whose employees represent over a third of the Capital Region workforce.

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