



PRESS RELEASE
For Immediate Release

Contact: Tommy Kurtz
(225) 675-1750

AEDC launches national downstream chemical marketing initiative

AEDC's GIS program assists prospects with chemical co-location opportunities in Ascension

(Sorrento, LA- April 17, 2008)- Based upon a pilot program developed by SSA Consultants with BASF for AEDC earlier this year, the organization has begun a national marketing effort to attract specialty, downstream, and renewable fuels companies for co- location opportunities in Ascension Parish.

The program involves both a direct mail marketing piece and access of AEDC's newly completed GIS program developed by LEO, LLC and CK and Associates, both of Baton Rouge, to companies and site selection consultants to search for chemicals made within Ascension Parish and available land for co-location opportunities. A marketing brochure, developed by AEDC and Mindworx Marketing of Prairieville, provides information on the chemical plants and chemicals made within Ascension Parish. AEDC staff will meet directly with interested prospects and site selection consultants for specific chemicals and land and would serve as a liaison with local plant managers on specific volumes and availability of specific streams for the interested prospect. Information on chemicals and available land for co-location opportunities were both collected during AEDC's business retention calling program with plant managers over the last two years and information from national and local databases.

The brochure was directly mailed to over 300 SOCMA-the Synthetic Organic Chemical Manufacturers- members last week as part of AEDC's recent attendance with BASF officials at SOCMA's INFORMEX conference in New Orleans this past January and AEDC's recent attendance at the American Chemical Society trade show earlier in April in New Orleans with Louisiana Department of Economic Development officials. Additional specialty chemical and renewable energy association groups will be targeted throughout 2008 by AEDC for direct mail efforts.

"AEDC hosted a site selection consultant recently representing a confidential international company looking for a specific chemical stream and we were able to identify via our GIS program specific plants making the product and land available and provided contact information to the site consultant on the site manager," said Tommy Kurtz, President/CEO of AEDC, "he commented that it was most advanced tool he had seen in his fifteen years of chemical consulting at the local and regional economic development level."

AEDC recently completed the development of its GIS system which is Arcview-based, with information files from the Parish of Ascension, Entergy Economic Development, Homesite, and other national databases, which includes dozens of layers of information including flood zones, aerial photography, industrial and commercial suitability analysis, elevation, among other layers of information. The chemical marketing brochure can be accessed on AEDC's website at: http://www.ascensionedc.com/chemical_broch.pdf

Eventually, AEDC intends to make the program web-enabled through a secure webpage. The project was funded in part by AEDC, a grant from the Ascension Economic Development Foundation, and from an earlier State appropriation to AEDC.

For more information on the program, contact Tommy Kurtz at 225-675-1750.

#####