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TREO Enhances its Regional Mission Through New Partnership with Sierra Vista

Tucson, AZ (May 11, 2009) – Tucson Regional Economic Opportunities, Inc. (TREO) today announces a new regional partnership with the Sierra Vista Economic Development Foundation (SVEDF). In an effort to promote the assets of Southern Arizona and improve the local economy, the two organizations will work together on economic development initiatives.

“We are excited to partner with a successful economic development organization and look forward to working with TREO to improve the economic conditions of Southern Arizona,” said Bob Shepard, Executive Director, Sierra Vista Economic Development Foundation.

“During this time of economic recession, it’s important to band together with our regional partners to sell the entire Southern Arizona region as an ideal location for companies to locate or expand,” said David Welsh, Sr. Vice President, Strategic Services, TREO. “As we continue and accelerate our efforts to diversify the local economic engines, we must also diversify our reach as a regional economic development organization.”

A primary effort for TREO and SVEDF will be to leverage the established base of aerospace and defense strengths in Sierra Vista, as it is one of TREO’s targeted industries. In addition, they will work together to market and sell the assets of the entire region, including major employers, specialized workforce skills, natural resources, and a strategic location.

SVEDF serves as the designated economic development group for the City of Sierra Vista. The City provides financial support and serves on the Board of SVEDF.

SVEDF joins other regional partners in their support of TREO, including the City of Tucson, Pima County, and the towns of Oro Valley and Sahuarita.

About SVEDF (Sierra Vista Economic Development Foundation)

The Sierra Vista Economic Development Foundation (SVEDF) actively promotes and preserves the economic strength of the City through actions focused on business recruitment, expansion and retention, and international business development and alliances. SVEDF offers services and technical assistance to businesses interested in relocating or expanding in Sierra Vista, including: confidential consultations, site location information and assistance, customized research on specific business questions, representation in Sierra Vista’s zoning and building permit approval process, private and public financing and job training assistance, support of local business expansions, and international trade and joint venture partnerships. For more information, visit www.svedf.org.

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO’s mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community’s values. For more information, visit www.treoaz.org.