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NEWS RELEASE

Binational business team takes on New York City Brownsville-Matamoros delegation gets live coverage from CNN *en Español*

BROWNSVILLE, Texas (February 23, 2010) – A prospecting and marketing team from the Brownsville-Matamoros Borderplex met with more than a dozen companies and major media outlets in an effort to not only recruit business to the region, but brand this international area as well.

The mission was spearheaded by the Brownsville EDC and joined by the Greater Brownsville Incentives Corporation, Port of Brownsville and the Matamoros Maquiladora Association. In all, the team met with 13 entities in a span of five days and traveled four states in the Northeast. The majority of the meetings and interviews were in New York City.

“Unless we’re out there telling the Brownsville-Matamoros Borderplex story in person, corporate executives will not know who we are,” said Jason Hilts, BEDC President & CEO.



Monica Gonzalez Greer, the first female President of the Mexican National Maquiladora Association, was interviewed by CNN *en Español*'s economic and finance show hosted by Gabriela Frias. The live 6-minute interview was aired four different times throughout the day, Feb. 8, and in all of the United States, Canada, Mexico and Latin America.

A native of Matamoros and alumni of the University of Texas at Brownsville and Texas Southmost College, Gonzalez spoke about the rebound the Mexico maquiladora industry will have in 2010, which in turn will create jobs on the U.S. side of the border. Gonzalez is the former President of the Matamoros Maquiladora Association.

The binational team also was interviewed by several international news wires, including Dow Jones, Bloomberg News, NIKKEI (Japan), Notimex (Mexico) and The Associated Press. Articles of Brownsville-Matamoros already have been published in BusinessWeek and The Wall Street Journal.

“Our visit to the Northeast is not only a first for the BEDC, but a first for Brownsville where we’re being proactive in branding our city, our name and ultimately, our region. It’s an aggressive marketing strategy that has resulted from our vision of United Brownsville’s comprehensive plan,” said GBIC President Rafael Carrasco, who was part of the binational prospecting and marketing team.

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The United Brownsville Comprehensive Plan is a foundation for guiding the future growth and development of the Brownsville Borderplex that is consistent with the vision and goals of the community. The vision and the associated outcome objectives are the foundation for the development of the comprehensive plan, of which was generated by a task force of several hundred individuals in the community.

The Port of Brownsville met with several companies, including those in logistics, interested in learning about the deep-water opportunities in South Texas. The Port had two individuals participate in the media and prospective visits.

A recurring theme throughout the meetings was Texas' minimal impact during the recession, renewable energy activity in Brownsville, and the \$120 million the region has received in stimulus funding for infrastructure projects.

The Brownsville-Matamoros Borderplex will continue to see growth, as explained by Jesus Cañas, an associate economist at the Federal Reserve Bank of Dallas who has authored studies on the Texas-Mexico border.

“Companies are still in this region because it is the best place to serve the U.S. market ... they are here because they are making profits,” Cañas told the Dow Jones Newswire in a recent interview.

Log onto:

<http://www.cnn.com/video/data/2.0/video/spanish/2010/02/08/COMmaquila.cnn.html> for the CNN en Español interview with Monica Gonzalez Greer,

www.BEDC.com for more pertaining to economic activity in the Brownsville area,

www.PortofBrownsville.com for more in regards to the Port's operation,

www.ammatamoros.org for more about the Matamoros Maquiladora Association,

www.ImagineBrownsville.com for more on the comprehensive plan.