



FOR IMMEDIATE RELEASE

July 29, 2008

NAIOP Inland Empire partners with High Desert Opportunity to raise awareness of business opportunities in the High Desert

ONTARIO, Calif. (July 29, 2008) - The Inland Empire chapter of the National Association of Industrial and Office Properties (NAIOP) recently partnered with the organizers of High Desert Opportunity to boost awareness of its 27th annual business conference.

"High Desert Opportunity's Board of Directors recognized the strategic advantages of partnering with NAIOP Inland Empire," said Steve Sipe, president of High Desert Opportunity. "The organization represents some of the top office and industrial developers in the country and will be instrumental in communicating with this audience."

On Oct. 16, the 2008 High Desert Opportunity will convene business leaders, real estate professionals and site locators to encourage economic growth and showcase business opportunities in the High Desert. It will feature a regional bus tour, an exhibition hall and keynote speaker John Naber, an Olympic gold-medal winner and motivational speaker. The conference will be held at the San Bernardino County Fairgrounds in Victorville from 7:30 a.m. to 3 p.m.

High Desert Opportunity is an annual event celebrating its 27th successful year. It has grown into a day-long conference designed to support the region's economic development efforts and draw out-of-the-area attendees. Each year, the event can attract as many as 1,400 people.

"High Desert Opportunity is a top regional conference which offers industry updates and relationship-building opportunities. We are thrilled to be involved this year," said Michael Morris, president of NAIOP Inland Empire. "As an industry resource, NAIOP is dedicated to putting its members in touch with the latest information and trends, which will help them grow professionally."

About NAIOP

The National Association of Industrial and Office Properties (NAIOP) is the nation's leading trade association for developers, owners, investors, brokers and asset managers in industrial, office and mixed-use commercial real estate. NAIOP has more than 16,500 members in 55 North American chapters, providing networking, education, research and legislative advocacy. The Inland Empire Chapter, which includes San Bernardino and Riverside counties, is among the 20 largest chapters in the US. For more information visit www.naiopie.org.

About High Desert Opportunity

High Desert Opportunity is an annual one-day business conference that showcases regional opportunities for new and expanding businesses. The goal of the event is to support economic growth and stability by attracting businesses and jobs to the High Desert. The event is organized by a volunteer group of approximately 40 local business professionals and community leaders. For more information visit www.highdesertopportunity.com.

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