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***High Desert Opportunity Committee Announces 2005 keynote speaker***

**VICTORVILLE, Calif.**— The High Desert Opportunity Committee, comprised of local business people interested in promoting business growth in the high desert region has recently announced that the 2005 keynote speaker for their annual business conference will be NASCAR's Kyle Petty. The conference, to be held on Thursday October 20 at the San Bernardino County Fairgrounds targets business owners, site locators and real estate brokers who are instrumental in business site decision-making.

Petty was named NASCAR Winston Cup Illustrated "Person of the year" in both 1999 and 2000, marking the first time that anyone one person has won it in consecutive years. He has also won the 2000 Myers Brothers Award, the highest award presented by the National Motorsports Press Association. In 2002 Petty was awarded the True Value Person of the Year Award for his humanitarian efforts and in the summer of 2004 Petty was awarded USA Weekend's Most Caring Athlete award.

Today, Petty runs the day-to-day operations at Petty Enterprises, a two-car operation. A proven winner, Petty stays focused and determined to keep Petty Enterprises at the forefront of the motorsports world

The annual High Desert conference is a day-long event that includes exhibits from many local cities, chambers of commerce, business organizations, local businesses and services. The attendees of the conference have the ability to gather information about the local business climate and opportunities. The goal is to increase interest in the high desert region and to enhance local business growth.

The High Desert Opportunity Committee believes that Petty will enhance the conference and will offer visitors another compelling reason to attend the event and learn more about local opportunities..

For tickets, exhibit or sponsorship information call 760-245-7600 or visit [www.highdesertopportunity.com](http://www.highdesertopportunity.com)

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