



**FOR IMMEDIATE RELEASE**

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***HIGH DESERT OPPORTUNITY ANNOUNCES STEVE FORBES AS 2006 KEYNOTE  
SPEAKER***

*Renowned financial expert to highlight the 25th Anniversary of the High Desert  
Opportunity event*

**VICTORVILLE, Calif.**—To highlight the 25th Anniversary of the annual High Desert Opportunity conference and expo, the High Desert Opportunity committee has chosen Steve Forbes as the keynote speaker. High Desert Opportunity (HDO), an annual conference and expo, provides information on opportunities for and issues surrounding development in the High Desert.

Steve Forbes, as an internationally known financial expert was an ideal choice to speak to the financial issues facing America. As President and CEO of Forbes and Editor-in-Chief of Forbes magazine, Steve Forbes presides over the nation's leading business magazine, with a circulation of over 900,000 readers. Combined with the magazine's seven local-language editions, Forbes reaches a worldwide audience of over five million readers.

"We are very fortunate and excited to have Steve Forbes come and speak at our event—especially given the fact that this is our 25th Anniversary and a very special occasion. Mr. Forbes brings a wealth of knowledge regarding the financial industry and its effects on the US economy. There will be information provided pertinent to every business and every industry", said HDO 2006 President, Susan Drake.

In addition to his positions with Forbes, Inc. and Forbes magazine, Mr. Forbes also entered the new media arena in 1996 with the launch of Forbes.com. Now receiving more than 10 million unique monthly visitors, it has become a leading destination site for senior business decision-makers and investors. Mr. Forbes is also an established writer, and is the only writer to have won the highly prestigious Crystal Owl Award four times.

HDO has become a hallmark event of the Inland Empire North—also known as the High Desert region of Southern California—for providing information and insight on development opportunities in the area. The event brings together key players in the area including City and County governments, transportation experts, and industry analysts. Having Mr. Forbes at this year's event to share insights on an even broader scope is expected to be of great value to every attendee.

HDO 2006 will be held on Thursday, October 19, 2006 and is an all-day event. In addition to the keynote, there will be an exhibit hall, plus Opportunity Theater featuring conference topics pertinent to growth and development in the High Desert, and a Broker Bus Tour. Lunch will also be provided. For tickets, exhibit or sponsorship information call 760-245-7600 or visit [www.highdesertopportunity.com](http://www.highdesertopportunity.com)

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