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February 17, 2007

HIGH DESERT OPPORTUNITY ANNOUNCES KEYNOTE SPEAKER FOR 2007 EVENT

VICTORVILLE, Calif.—Cheryl Ballestracci, 2007 President of High Desert Opportunity announced the keynote speaker for the annual business event, Jack Canfield. Canfield is a well-know best selling author of the “Chicken Soup for the Soul” series of books and most recently “The Success Principles - Seven Steps to Accelerate Your Life from Where You Are to Where You Want to Be”. Canfield appeared recently on the Oprah Winfrey Show. His seminars and trainings have touched millions of individuals from welfare recipients to corporate leaders. Canfield’s keynote presentation will cover his “Success Principles”. He will be available at the conference after the luncheon for autographs and to greet attendees.

This day-long event, scheduled for October 18 at the San Bernardino County Fairgrounds in Victorville, aims to draw out of the area business owners, managers and site locators to the high desert region. Local cities, chambers of commerce, the County of San Bernardino, organizations and other businesses come together at this conference, to showcase the desirable business climate in the Inland Empire North (High Desert). High Desert Opportunity marketing efforts extend beyond the high desert. Marketing for the event includes mailing to site locators and business owners, email blasts to the target market and ads in trade publications. In 2006, business owners, site locators and commercial real estate brokers attended the conference in record numbers, many from out-of-state.

A group of High Desert business and civic leaders coordinate the conference, which offers exhibitors exposure to developers, investors and financial institutions. The group remains focused on drawing potential new business to the High Desert and believes that Canfield will add value to all attendee’s conference experience.

The 2006 conference drew over 1350 attendees representing the fields of real estate, insurance, manufacturing, architecture and economic development, organizers said. In addition to the exhibit area and Canfield’s presentation, a morning program features local and regional speakers discussing the advantages the High Desert offers to new and expanding businesses.

For more information on High Desert Opportunity, call (760) 245-7600 or visit their website at www.highdesertopportunity.com

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