



For Immediate Release

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Nevada Commission on Economic Development Selects The Ferraro Group for Public Relations Services

Carson City, Nev. July 16, 2009 –The Nevada Commission on Economic Development today announced that The Ferraro Group was chosen as the public relations firm to assist the Research and Business Development division with its strategic positioning and business outreach efforts through 2011.

According to NCED Executive Director Mike Skaggs, as part of its new diversification plan, NCED's key initiative is to position Nevada as a Center of Excellence for Renewable Energy. To that end, the NCED worked with renewable energy industry leaders and the 2009 Nevada Legislature to enact tax abatements for renewable developers based in Nevada.

"The Ferraro Group's proven ability to craft unique, results-driven public relations campaigns make them the ideal organization to partner with," said Lt. Governor Brian Krolicki, NCED chairman. "Their experience will undoubtedly help our organization in the competition to entice great businesses, including renewable energy developers, to relocate or start-up in Nevada."

A firm with offices in Las Vegas and Reno, The Ferraro Group specializes in integrated public affairs, strategic communications, public relations and special event planning. The firm's diverse client roster includes the Nevada Resort Association, NV Energy, Acciona Solar Power, Applied Analysis, Orgill/Singer & Associates, EMPLOYERS, Century-Tel, Nevada Title Company and JPMorgan Chase.

"Nevada is at a real economic turning point, where effective communications strategies are vital," said Greg Ferraro, president of The Ferraro Group. "We are delighted to be working with Mike Skaggs and his team to help grow and recruit great businesses, particularly energy companies, in Nevada."

The NCED's public relations contract was previously held by Carol Infranca & Associates. The contract's renewal options expired June 30, 2009.

For more information about the Nevada Commission on Economic Development, visit www.expand2nevada.com.

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