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FOR IMMEDIATE RELEASE

November 28, 2006

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New Brand, New Vision Unveiled for Clemson Research Park

The Newly Named Clemson University Advanced Materials Center is Positioned to be a Magnet and Research Hub for the Global Advanced Materials Industry

Anderson, SC – The Anderson County Development Partnership and Clemson University's Office for Research & Economic Development jointly unveiled a new brand and global marketing vision for the Clemson Research Park. The announcement took place during an Upstate Alliance economic development reception attended by more than 200 business leaders and public officials at the AnMed Health campus in Anderson on Tuesday evening.

The 265-acre Clemson University Advanced Materials Center – located 3 miles from I-85 in Anderson County and formerly known as the Clemson Research Park – will target globally recognized advanced materials companies and researchers to “come, create and innovate” at the “Innovation Campus and Technology Park,” which is anchored by Clemson University’s renowned Advanced Materials Research Laboratory.

The development of a new brand and strategic marketing plan for the Center represents a significant early result of the growing collaborative alliance between Clemson University and the Anderson community. Complementary to the public/private CU-ICAR project in Greenville County, organizers of the CU Advanced Materials Center believe that the integration of business and industry with academia is paramount to the continued economic success of South Carolina – and will further spotlight the region as an emerging advanced materials cluster and research hub.

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Upstate SC-based consulting firm, SK Strategies, LLC was retained by the Anderson County Development Partnership to lead and implement new brand development efforts for the Clemson Research Park as Phase 2 of a comprehensive strategic marketing initiative on behalf of the Partnership in collaboration with Clemson University. A formal marketing plan for the Center will be finalized and aggressively implemented over the next 18 months.

"By establishing a focal point and research hub for the advanced materials industry, the Advanced Materials Center will become a magnet for economic development – attracting knowledge-based jobs and investment to the Upstate," said Jane Sosebee, Anderson County Development Partnership Board Chairman.

"The healthiest state and regional economies have been – and will continue to be – those where business has spun-off from and clustered around strong research universities to create concentrated, self-sustaining economic activity in a specific industry sector," said Clemson University President James Barker. "One of the common characteristics of successful knowledge-based economic clusters is a high level of collaboration among research universities, private industry partners, and progressive state and local governments," Barker added. "The partnership between Anderson and Clemson University is an essential ingredient in our success."

"The Clemson University Advanced Materials Center will be the focal point for leading-edge material discovery, characterization and application," said Chris Prziembel, Clemson University's Vice President for Research and Economic Development. "Being anchored by a state-of-the-art research laboratory empowered by world-class faculty and graduate students will insure its long-term success as a major magnet for private sector partners."

The academic heart of the Advanced Materials Center is Clemson University's 111,000 square foot Advanced Materials Research Laboratory, which is armed with superlative resources such as the highest resolution electron microscope possessed by any university in the US. Internationally recognized for its work in advanced fibers, films, ceramics, optics, composites and nanomaterials, the unique laboratory has received funding from the National Science Foundation, the Department of Defense, NASA and the private sector.

Adding further research depth to the Center is the presence of two strategic campus partners – the South Carolina Research Authority and the Applied Research and Development Institute, along with COMSET and numerous other innovative research entities and companies. A state-of-the-art incubation facility has also been announced and is under development at the CU Advanced Materials Center.

"The Anderson County Development Partnership is excited about the economic development opportunities that exist at the Advanced Materials Center," said Roger Mudd, Executive Director of the Anderson County Development Partnership. "Industries that would locate in the Advanced Materials Center would improve the quality of life for not only the citizens of Anderson County, but the Upstate."

The unique partnership forged between Anderson County and Clemson University gives the Center an edge when attracting high-tech business and industry to the area.

"The collaboration between Anderson and Clemson University exemplifies the true public/private opportunities that exist," said Lee Luff, President of the Anderson Area Chamber of Commerce. "It demonstrates a strong commitment to growing a new economy. The impact on this region will be significant

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over time, with regards to the overall boost in job creation and the opportunity for cutting-edge research and development.”

“With a new name and a new approach through the collaborative efforts of the Anderson County Development Partnership and Clemson University, I believe we will achieve a world-class center for advanced materials,” said John Miller, Anderson Area Chamber of Commerce board member and President of AnMed Health – which sponsored Tuesday evening’s reception along with the Upstate Alliance. “The potential for positive economic impact for Anderson and the entire Upstate region is enormous.”

“Bringing the resources and vision of Anderson together with Clemson’s research capabilities and their commitment of excellence create unique opportunities for growth in the Upstate,” Sosebee said. “By working together, we can make the future of our region brighter.”

Along with today’s unveiling, the positive impact of the Clemson University Advanced Materials Center announcement will be marketed by regional and local economic development partners – Upstate Alliance, Anderson County Office for Economic Development, and the Anderson Area Chamber of Commerce – during the Zoom Zone Showcase for the Advanced Materials and Manufacturing Industry which begins November 29th at the Civic Center of Anderson.

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