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For Immediate Release

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Visiting Companies to Receive First Class Treatment

NH Businesses Extend “Open Invitation” to MA Counterparts

NASHUA, NH – The New Hampshire business community is making Massachusetts companies an offer they can’t refuse – a chauffeured limo ride and whirlwind tour complete with lunch, hockey tickets and an overnight hotel stay, all for the small price of exploring the business advantages offered by the Granite State.

The New Hampshire Division of Economic Development’s Business Resource Center joined with a group of local businesses at the Radisson Hotel Nashua this morning to unveil the “Open Invitation” initiative, a new business recruitment program aimed at attracting Massachusetts firms to the state.

As part of the initiative, a chauffeured limo provided by Capital City Limousine will drive a Massachusetts business prospect from the border to a special luncheon at a Common Man Restaurant location. After a discussion with a New Hampshire business recruiter, the prospect will be given an overview of New Hampshire’s business atmosphere before being led on a guided tour of available properties. Later, the company owner will have the opportunity to ski at Cannon Mountain or take in a Manchester Monarchs game before spending a restful evening at the Radisson Hotel Nashua.

“The Open Invitation initiative is a tremendous partnership between the state and a group of dedicated private sector partners,” said New Hampshire Business Resource Center Director Roy Duddy. “At absolutely no cost to New Hampshire taxpayers, these businesses have presented us with a creative way to reach out to Massachusetts firms that are interested in expanding or relocating to our state. What better way to attract new companies and secure new jobs than to show New Hampshire’s at its finest?”

“This is a perfect example of businesses recognizing the great importance they play in encouraging and promoting economic development,” added Radisson Hotel Nashua General Manager Steve Lambert. “Bringing in new businesses isn’t just the State’s responsibility, it’s the business community’s responsibility as well. When new companies take root in New Hampshire, we all benefit.”

New Hampshire Division of Economic Development Communications and Legislative Director Steve Boucher said that with the current economic downturn and need for creative business recruitment ideas, he feels that the time is right for the “Open Invitation.”

“We have a tremendous value proposition to present to Massachusetts companies as well as businesses throughout the United States,” he said. “In addition to being named the ‘Most Livable State’ for the past five years, we have a tremendous tax advantage and a government that is completely business friendly. We’re a state that is proud to say that we welcome your business and will work hard to support you in any way possible.”

Over the next week, the Business Resource Center will mail special “open invitation” letters to over 800 Massachusetts companies to complement radio ads being broadcast over Lowell-based WCAP. In addition, the Center has also announced the launch of “nhopeninvitation.com,” a Web site that details New Hampshire incentive programs, cultural amenities and a state-to-state cost comparison.

“It’s very striking when you visit the site and see the cost of doing business in New Hampshire versus Massachusetts,” said Pat McDermott, Economic & Community Development Manager for Public Service of New Hampshire, which sponsored the site. “New Hampshire has a very compelling business story to tell, and once again, PSNH is pleased to partner with the Business Resource Center to spread the word about the state’s competitive electric rates, excellent quality of life and low tax burden.”

Common Man CEO Jason Lyon said that participating in the “Open Invitation” initiative is very much in keeping with his restaurant’s philosophy of giving back to the community. The Common Man has consistently supported organizations ranging from the Salvation Army and the New Hampshire Food Bank as well as the Friendly Kitchen in Concord and the American Red Cross.

“Our whole corporate philosophy involves doing well by doing good,” he said. “By helping to build a stronger and more vibrant local economy, we’ll be creating new opportunities for New Hampshire citizens to find good jobs, provide for their families and improve the quality of life in our state. The ‘Open Invitation’ makes good business sense.”

“As our organization is keenly aware, teamwork is essential for the success of any initiative,” added Manchester Monarchs Vice President of Ticket Sales and Marketing, Jason Bergeron. The Monarchs have been recognized both locally and nationally as an exemplary community partner, donating more than \$1.4M to community causes through its Monarchs Care Foundation and providing grants to youth athletic programs and school groups. “We’re pleased to join with the State and other business partners to demonstrate that, by working together, we can carry out a winning game plan for New Hampshire’s economic development future.”

To learn more about the “Open Invitation” initiative, visit www.nhopeninvitation.com. Massachusetts companies interested in accepting the invitation are asked to call New Hampshire Business Resource Center Business Development Manager Michael Bergeron at (603) 271-2591.

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