



For Immediate Release: February 1, 2010

Contact:

Warner Johnston (ESD) | wjohnston@empire.state.ny.us | 1-800-260-7313

EMPIRE STATE DEVELOPMENT LAUNCHES NEW WEBSITE

Created internally at minimum cost, Website improves navigation, presentation and content

Empire State Development (ESD) today announced the launch of its new website, reorganized to streamline design and improve access to information in order to best serve the agency's constituents. The updated website, www.esd.ny.gov, offers increased agency transparency in outlining the organizations structure, provides information on its statewide subsidiaries and large-scale urban development projects and clearly identifies ESD's business programs and incentives.

"Governor Paterson has tasked all of us with fostering economic growth and job creation in New York State on the principle that we must do more with less. This is why we used open source technology and in-house talent to create ESD's new website," said Empire State Development Chairman & CEO designate Dennis M. Mullen. "Technology is the most important factor in determining our success in the 21st century and it is critical that we incorporate it into our go-to-market strategy to effectively and more clearly communicate with those who may want to locate or expand a business in New York State."

The new website, which was created internally at a cost under \$1000, was spearheaded by ESD's Office of Public Affairs, working closely with the talented team in ESD's Office of Management Information Systems (MIS). The new web address replaces www.nylovesbiz.com.

The new site features:

- An "**About Us**" section featuring historical, corporate, and senior staff information.
- A "**Why New York**" section featuring up-to-date information on the high-tech economy and the State's industry clusters.
- A comprehensive "**Business Programs**" section listing information on ESD's incentive, grant and loan programs.
- Updated **International, Minority & Women-Owned Business Enterprise (MWBE)** and **Small Business** sections.
- New **regional office** pages which include geo-specific resources and information.
- A more in-depth "**Press Center**" section for a full list of ESD press releases and information on ESD's speaker bureau, as well as access to social media tools.

Empire State Development is New York's chief economic development agency. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.esd.ny.us.

###