

**PRESS RELEASE
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Diverse Power promotes area tourism with new brochure

(LaGrange, Ga., June 14, 2005) Diverse Power Incorporated recently unveiled its first tourism brochure, dubbing their service area “Georgia’s Arc of Adventure” to spotlight attractions and events within the seven counties they serve.

Diverse Power consumers who attended the electric cooperative’s annual meeting in May were first to review the brochure, which was presented to members of LaGrange-Troup County Chamber of Commerce June 14 at their monthly early bird breakfast.

The local electric membership cooperative developed the brochure as their answer to Georgia EMC’s call for its 42 state cooperatives to promote community and economic development within their service territory.

“The tourism brochure will be a valuable tool for enhancing the economic vitality of the community we serve,” said Diverse Power President/CEO Wayne Livingston.

A “brochure team” consisting of Diverse Power Director Harrell Landreth, President’s Assistant Kathleen Boyd, writer Jackie Kennedy and consultant Scott Malone spearheaded development of the brochure. Brant Kelsey, Andy Fritchley and Niki Studdard of LaGrange-based Brant Kelsey Design produced the finished product.

Diverse Power chose “Georgia’s Arc of Adventure” as a phrase to define the area after determining adventure to be the common denominator shared by destinations within this west central Georgia region. A total of 51 attractions and 20 events are featured in the brochure, ranging from West Point Lake in LaGrange to Callaway Gardens in Pine Mountain, or, as the tagline suggests: “From Water Sports to Garden Resorts.”

An inclusive map directs tourists to the attractions, while smaller city maps offer detailed views of LaGrange, West Point, Pine Mountain and Warm Springs. The brochure employs vivid colors in a classic design with professional photographs depicting several of the area’s most popular destinations.

“For Diverse Power to come up with this idea, and take their time and money to develop a brochure for this region—it truly is an original idea that will have an impact on this area,” said LaGrange-Troup County Chamber of Commerce President Jane Fryer. “We think it’s an excellent partnership to have Diverse Power help promote tourism, and we are very pleased to have this brochure.”

Diverse Power will place the brochure in all of Georgia’s official visitor information centers as well as welcome centers, hotels, motels and tourist sites throughout the region, with plans to update brochure content every 18-24 months.

An interactive Web site to accompany the brochure is currently under construction and will detail even more information on area attractions and events.

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