

East Kentucky Power Cooperative becomes first utility organization in the nation to sign on with StateBook International

16 Regional Power Cooperatives Representing 87 Counties Joins First Online Marketplace for Economic Development and Corporate Site Selection

Winchester, KY – October 20, 2014 – CEO Tony Campbell today announced that East Kentucky Power Cooperative (EKPC) and its 16 owner-member electric cooperatives have become the first utilities in the nation to sign with StateBook International. The multiyear agreement will provide the co-ops, which serve more than 1 million people in 87 Kentucky counties, with access to the StateBook platform in promotion of economic development sites in their communities.

StateBook is the first online marketplace to unite economic development organizations (EDOs), site selectors and communities nationwide in the site-selection process for business locations of both domestic and international firms. Partnering with [SelectUSA](#), the federal government entity charged with showcasing the United States as the world's premier business location, StateBook provides the perfect access point for site selectors trying to locate the best possible sites for business opportunities.

Calandra Cruickshank, president of StateBook International, states, "Our platform is the first to aggregate the more than 20,000 data points relevant to site selection decision to help businesses identify sustainable communities for their headquarters, manufacturing facilities and more. By factoring in elements like workforce, taxes, infrastructure, utility costs, incentives and quality of life, StateBook's offering EDOs like our charter members the chance to complement those statistical data points with their proprietary information to better position their locales for investment."

"Statebook allows our communities and cooperatives an opportunity to show people unfamiliar with what the Bluegrass State has to offer a platform that reflects that Kentucky is open for business. Statebook is the perfect showcase to demonstrate what great locations exist in our territories featuring details concerning sites, community, workforce and any other information site selectors need in finding the perfect site." - Rodney Hitch, Director of Economic Development efforts for East Kentucky Power Cooperative.

"Our electric cooperatives and communities will be able to upload their own information, photos and more to communicate the unique benefits of their region to site selectors, complementing the StateBook statistical and data tools. Research shows that more than 90 percent of site-selection decisions are made online before economic development staff members are ever contacted; StateBook provides a powerful tool for our communities to showcase why their regions may be a prime target for investment." – Tony Campbell, CEO of East Kentucky Power Cooperative

Rollout of the electric cooperatives and communities sites will take place immediately with customization taking place over the next few months.

East Kentucky Power Cooperative

For over 70 years, East Kentucky Power Cooperative has provided electricity to Kentuckians. More than 520,000 homes and businesses in 87 Kentucky counties depend on East Kentucky Power Cooperative and its [16 owner-member cooperatives](#) for safe, reliable, affordable electric power. EKPC owns and operates [four major power plants](#) totaling nearly 3,000 megawatts in capacity, as well as more than 2,800 miles of high-voltage transmission lines. EKPC and each of its 16 owner-member cooperatives are all not-for-profit organizations owned and democratically governed by the people who use their energy and services. Together, EKPC and its 16 owner-member cooperatives are known as [Kentucky's Touchstone Energy Cooperatives](#).

For more information on East Kentucky Power Cooperative and its 16 member organization, please visit www.EKPC.coop

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StateBook International

StateBook International is giving a voice to Economic Development Organizations (EDOs) in order to fuel and accelerate growth of new business in the US. The company has developed the first-of-its-kind online data platform and marketplace that unites EDOs, site selectors and communities nationwide to easily discover and share vast amounts of qualitative and quantitative data sets in a standardized format for fast, easy discovery and comparison.

The company's technology represents the next-generation Geographic Information Systems (GIS) platform. The U.S. Geological Survey (USGS) defines GIS as "a computer system capable of assembling, storing, manipulating, and displaying geographically referenced information, i.e. data identified according to their locations."ⁱ By 2015, the GIS market is expected to be valued at over \$10.6Bⁱⁱ, making it one of the fastest growing and highly competitive markets today.

Equally important, StateBook International is establishing the first industry standard in data comparison, StateBook International allows access to both national and proprietary data sets as well as those from local markets and communities; ultimately, bringing balance and deeper clarity to the site selection process worldwide.

For more information on StateBook International, please visit www.statebook.com

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ⁱ **Source:** USGS, "Geographic Information Systems," http://eqsc.usgs.gov/isb//pubs/gis_poster/

ⁱⁱ **Source:** "Geographic Information Systems (GIS): A Global Outlook"; Global Industry Analysts, Inc. (GIA), January 17, 2012, [http://www.strategyr.com/Geographic Information Systems GIS Industry Market Report.asp](http://www.strategyr.com/Geographic%20Information%20Systems%20GIS%20Industry%20Market%20Report.asp)