

PRESS RELEASE

2nd Annual "what's IN OUT back!" Economic Summit and Golf Tournament

Midway - The former chairman, president, and chief executive officer of Ryder System, Inc. and the economic consultant for Zion's Bank have both accepted invitations to be keynote speakers for the upcoming "what's IN OUT back!" Economic Summit and Golf Tournament. The event is scheduled for Sept. 8 at Zermatt and Homestead Resorts in the beautiful Heber Valley.

M. Anthony Burns will be the opening keynote speaker for the second annual "what's IN OUT back" Economic Summit to be held on Sept. 8 at Zermatt Resort in Midway, Utah. Mr. Burns is chairman emeritus of the board of directors of Ryder System, Inc. He joined Ryder in 1974 and served the company in key leadership positions including chairman, president, and CEO until his retirement in May 2002. Burns will address participants about how to lead a company through a changing economy.

Burns and his partner, Nolan Archibald, are the developers, visionaries and sole owners of Red Ledges. He also still serves on the board of directors for Pfizer Inc., Black & Decker Corp. and J.C. Penney Company, Inc. In addition, he recently retired as a director of J.P. Morgan Chase & Co. and in 1993, following Hurricane Andrew, he was named Humanitarian of the Year by the American Red Cross.

The lunch keynote speaker is Jeff Thredgold, a nationally recognized speaker and economic consultant. Mr. Thredgold will lead attendees on a slightly irreverent, up-to-the-minute "tour" of the economy, financial markets, education, government, and a sneak preview of the future. He has the unique ability to "cut through the fluff" and discuss serious issues and developments in a very understandable way.

Mr. Thredgold currently serves as economic consultant to the \$50 billion Zion's Bancorporation, with banks in ten states. He has spoken to more than 1,000 groups throughout North America, traveling more than one million miles in the process. Jeff is quoted frequently in the nation's business press (including: The Wall Street Journal, USA TODAY, Investor's Business Daily, and Business Week). We appreciate Zion's Bank for sponsoring our lunch keynote speaker.

Wasatch Economic Development Director Paul Kennard said "what's IN OUT back!" has been extended to a five hour program that is designed to showcase new and standing developments, issues and concerns that are happening "in" the Wasatch County community – also known as the back of the Wasatch." Besides the two keynote speakers there will be Fast Track presentations by 12 local businesses, a session on greening your business, and a breakout where participants will choose from sessions on How to Grow Your Business, Selling to Foreign Markets, or Finding Capital For Your Business.

After lunch, attendees who chose to tee-up will participate in a classic, four-man scramble golf tournament at the beautiful Homestead Resort. "Wasatch Economic Development has teamed up with the Heber Valley Chamber of Commerce/Convention & Visitors Bureau to host this all-day event. This year's event will build off of the tremendous success we had in 2007 where 97 percent of attendees rated the summit as very good to excellent." Kennard said.

Title sponsor for the event is Red Ledges. Supporting sponsors are EDCUtah, Heber Valley Medical Center, Rocky Mountain Power, Zermatt Resort and Homestead Resort. For additional information please call Paul Kennard at 435-671-6690 or visit www.whatsinoutback.com. Registration deadline is August 29, 2008 and space is limited so get your registration in early.