

NEWS RELEASE

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TAMPA BAY PARTNERSHIP HIRES LARRY HENSON AS BUSINESS INTELLIGENCE OFFICER

TAMPA BAY, FL (June 2, 2006) – The Tampa Bay Partnership has hired Larry Henson as Business Intelligence Officer, it was announced today by Stuart Rogel, President & CEO. Henson will begin with the Partnership on June 19.

As Business Intelligence Officer, Henson will provide the organization and its investors with insightful interpretation of pertinent information applied to the programs of economic development marketing, public policy, and leadership. He will be responsible for maintenance of research documentation, research product deliverables and execution of the work program elements to support the initiatives of the Partnership. He will also be responsible for the Partnership's Regional Economic Scorecard, a realistic snapshot that assesses the region's economic health in five "economic driver categories," including employment and workforce; income and productivity; housing; innovation; and education.

Henson comes to the Partnership from the Memphis Regional Chamber where he serves as Vice President of Research and Information Technology. In this role, he directs the research activities of the economic development department and manages information systems for the Chamber. Previously, he served as research analyst with the Memphis Biomedical Research Zone and worked with the United States Geological Survey and Memphis City Schools.

Henson is also active on the Board of ACCRA, the Council for Community and Economic Research, and is 2006 President-elect and will be President in 2007.

"Using economic development research to measure the progress of our region and direct resources to areas that will ensure our future success is one of the Partnership's five strategic initiatives," said Gwen Mitchell, Managing Partner with Deloitte and Business Intelligence Chair with the Partnership.

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“Adding a professional of Larry’s caliber to guide this process is critical to remaining competitiveness and ensuring the attractiveness of our region for business and investment.”

“Larry’s extensive background in economic development research will help us move to the next level in achieving our strategic goals,” said Rogel. “He will be a strong addition to our team.”

Henson served as research team leader and Technical Committee Chairman for the *Governors’ Alliance for Regional Excellence* regionalism study and was a contributing writer for the *Memphis Region Sourcebook*.

Henson has been a frequent commentator and research contributor in national and international media, was co-author of “Wal-Mart Stores: A Study in Retail Diffusion” for *Southeastern Geographer* magazine, and a contributing writer for “Giving Memphis 2003: The Report on Philanthropy in the Memphis Region.”

Henson holds a masters degree in economic geography from University of Memphis and serves as adjunct faculty at Southwest Tennessee Community College. Henson has served on the executive committee with the Memphis Technology Council, Board of Directors with the Tennessee Biotechnology Association, was Chairman and founder of the Memphis Area Research Council and also served on MAGIC – the Memphis Area Geographic Information Council.

About Tampa Bay Partnership:

The Tampa Bay Partnership is a CEO-led regional economic development organization with a mission to work with its partners to market the region nationally and internationally, to conduct regional research, and to coordinate efforts to influence business and government issues that impact economic growth and development. Founded in 1994, the Tampa Bay Partnership markets the entire seven-county, 4,200-square-mile area of west central Florida that includes Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota counties.

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