

## **Highlights of Economic and Business Growth in the Tampa Bay Region (Shorts)**

TAMPA BAY, Fla., October 23, 2003/PRNewswire/ -- Here are some shorts concerning the economic and high tech growth in the Tampa Bay Region from the Tampa Bay Partnership:

### **Port of Tampa Launches Container Service**

The Port of Tampa now boasts global access for cargo with the start of weekly container shipping services through Zim-American Israeli Shipping Co. Unlike current container lines that sail from Tampa to Caribbean ports, Zim provides global connections through its Jamaica hub. The company expects to deliver and pick up the equivalent of about 200 20-foot containers weekly - or about 10,400 containers annually - according to port director George Williamson. (Contact: Lori Musser, Tampa Port Authority, 813-905-5132, [www.tampaport.com](http://www.tampaport.com))

### **Nielsen Media Research**

Nielsen Media Research recently opened a new \$80.2 million Global Technology and Information Center in Pinellas County where 600 computer servers crunch through TV viewership patterns gathered from across the country. The 475,000 square foot facility, and a second 140,000 square foot building to begin construction this year, will soon be home to 1,600 Nielsen employees. (Contact: Amy Rettig, 727-738-3234, [www.nielsenmedia.com](http://www.nielsenmedia.com))

### **Pepperidge Farm Expands Bakery in Lakeland**

Pepperidge Farm will invest \$16 million by adding a new cracker line at its \$100 million bakery facility in Lakeland. Construction on the assembly line begins in January, 2004 and will be completed by May. The new cracker is based on Pepperidge Farm's popular Goldfish brand and the new assembly line will require 40 more employees who will join the plant's existing workforce of 265 persons. The Lakeland bakery, which is located on Interstate 4, was chosen out of eight plants because it has the space to accommodate the new production equipment. Pepperidge Farm is a subsidiary of Campbell Soup Company and had total sales of about \$1 billion last year. (Contact: Nan Redmond, Pepperidge Farm, 203-846-7000, [www.pepperidgefarm.com](http://www.pepperidgefarm.com))

## **SinoFresh HealthCare, Inc. Expands Medical Advisory Board, Holds Inaugural Meeting**

SinoFresh HealthCare Inc., based in Englewood, Florida, recently held the inaugural meeting of its newly formed Medical Advisory Board which is composed of leading scientists, experts, physicians, clinicians and imminent health care professionals from around the country. The company also announced the appointment of eight new members to the Board. SinoFresh (OTC Bulletin Board: SFSH) develops, produces and markets products that treat the causes -- yeasts, molds, and bacteria -- rather than the symptoms of sinus related disorders, an ailment suffered by more than 37 million Americans. (Contact: Stacey Maloney, 941-488-5008, [www.sinofresh.com](http://www.sinofresh.com))

## **Verizon, Tampa Bay Partnership Join Forces for Workforce Grant Program**

The [Tampa Bay Partnership](#) and [Verizon Communications Inc.](#) are working together on a \$75,000 grant program to generate greater interest in technology-related education among prospective Bay area workers. The grant program was developed in response to a recent Hudson Institute Workforce Study on Tampa Bay job growth and targets individuals who have yet to complete high school, whether they are currently enrolled or not. The goal of the program is to work with non-profit community organizations to make students aware of technology careers by raising interest in math and science education. (Verizon contact Bob Elek 813-483-2541, [robert.elek@verizon.com](mailto:robert.elek@verizon.com) or Tampa Bay Partnership contact Mike Evans, 813-878-2208, [mevans@tampabay.org](mailto:mevans@tampabay.org).)

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