



Press Release

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Digital Rochester and Greater Rochester Enterprise Formalize Alliance

Rochester, N.Y. – Digital Rochester and Greater Rochester Enterprise (GRE) have entered into a formal strategic alliance. This alliance will enhance both organizations' abilities to support the Greater Rochester, NY Region's business community.

"This association enables Greater Rochester Enterprise and Digital Rochester to consolidate resources to better serve the business community and grow our regional economy," said Mark S. Peterson, President and CEO of Greater Rochester Enterprise. "True collaboration across organizations is critically important to winning in a knowledge-based economy."

Both organizations will maintain separate boards of directors and nonprofit statuses. Digital Rochester will co-locate at GRE's offices at One HSBC Plaza and share support services.

"We share a common mission and vision to help grow our local economy," said Karen Benjamin, President of Digital Rochester. "Digital Rochester has partnered with GRE on numerous activities over the past 10 years and we look forward to even greater opportunities to collaborate with one another."

About DIGITAL ROCHESTER

Digital Rochester was founded in 2000 and is made up of professionals and companies working together to strengthen the Greater Rochester Area's technology business community. In 2010, the organization grew with the inclusion of the Association for

Women in Computing (AWC) and eBusiness Association (eBA). DR's events and community services include a wide array of educational and networking activities designed to support the growth and success of the Rochester business community. Through generous corporate memberships and sponsorships from a wide variety of technology companies, community organizations and individuals, Digital Rochester has been able to consistently enhance the area's standing as a technology center.

ABOUT GRE:

Located in the heart of New York's technology corridor, Greater Rochester Enterprise (GRE) is a public-private partnership established to professionally market the Rochester metropolitan region as a competitive, high-profile place for business location and growth. Its efforts support business attraction and expansion as well as entrepreneurship and innovation. GRE collaborates with businesses, universities, not-for-profit organizations and government leaders to ensure a unified approach to regional economic development. For more information, please go to www.RochesterBiz.com.

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