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## PRESS RELEASE

### **N.C. Eastern Region Launches Defense/Aerospace Micro-Site**

**Kinston, NC, February 22, 2011** – North Carolina's Eastern Region (NCER) and several key regional partners have launched a micro-site within the largest aviation web portal in the world. The website, Flight Global ([www.flightglobal.com](http://www.flightglobal.com)), and its Vertical Search component, is a part of NCER's defense and aerospace marketing campaign.

The micro-site allows the Region and its partners to reach key decision makers in the industries of defense and aerospace. The Vertical Search component allows the NCER micro-site to appear alongside any article that is relevant to the topics covered in the NCER micro-site. The North Carolina Global TransPark, Wayne County Development Alliance, Carolina's Gateway Partnership, Jones County Economic Development, and Jacksonville-Onslow Economic Development partnered with NCER on this marketing opportunity and have featured sections within the micro-site where their assets are highlighted.

The Flight Global website, [www.flightglobal.com](http://www.flightglobal.com), covers all aspects of the aviation industry, including airline operators, manufacturers, maintenance, training, business and general aviation, research, defense, safety, and space flight. The largest aviation web portal in the world, the Flight Global website receives over 7 million page views per month, which comes from over 1.2 million unique users globally. Flight Global targets military/defense contractors through editorial content throughout the site. The micro site is designed to benefit from Search Engine Optimization, so that content for the Eastern Region appears near the top of organic search results on search engines.

With its member counties home to a growing number of aviation and defense oriented research, training, and manufacturing facilities, North Carolina's Eastern Region is securing its role as a key player in the thriving aerospace industry. The 13-county region currently provides the space and natural resources to support the aviation and industry-centered, 5,800 acre Global TransPark in Kinston; as well as houses facilities like Kidde Aerospace in Wilson, Honeywell in Rocky Mount, and most recently, Spirit AeroSystems in Kinston. In recent months, as other international and nationally based aviation companies shift their focus toward the available resources and highly-skilled workforce of the area, North Carolina's Eastern Region is priming for a period of unprecedented growth.

North Carolina's Eastern Region is a 13-county development commission established by the North Carolina General Assembly to promote economic growth in Nash, Edgecombe, Wilson, Lenoir, Pitt, Wayne, Greene, Duplin, Jones, Onslow, Pamlico, Craven, and Carteret Counties. The region encompasses 7,000 square miles and approximately 1 million residents. For more information, visit [www.nceast.org](http://www.nceast.org) or contact Erin Eatman, Director of Marketing, at [Eatman@nceast.org](mailto:Eatman@nceast.org).

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