

Empire State Development

March 18, 2010

Mr. Jim Walter
Madison County Tourism
PO BOX 1029
Morrisville, NY 13408

Dear Mr. Walter:

After careful consideration and consultation with regional tourism officials and partners, Empire State Development and the Division of Tourism have decided, per your request, to adopt "Central New York" as the new official name of the former "Central Leatherstocking Region."

CHANGING OUR NAME

Therefore, you have Empire State Development's support to go forward with your planned name change and marketing promotions using Central New York. The Division of Tourism will facilitate having the name updated on all official promotional materials published by the department, including web content and collateral. We will also be notifying our industry partners, including the TPA Council, Tourism Advisory Council, the Interagency Tourism Task Force, the Thruway Authority and the Department of Transportation about this change. While we understand that changing signage along our highways is important to brand the new name, please be patient as we work to implement these changes with appropriate state and federal agencies.

The Division of Tourism looks forward to working with you on developing a media strategy and official announcement of the name change. Rest assured, Empire State Development will continue to focus on ways to grow jobs and tourism in Central New York.

We appreciate your continued support and wish you great success with your region's new name.

Sincerely yours,



Dennis M. Mullen
Chairman and CEO Designate

Empire State Development Corporation

633 Third Avenue, New York, New York 10017-6754 Tel 212 803 3100