

# Press Release

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## GOVERNOR O'MALLEY ANNOUNCES LAUNCH OF NEW INTERACTIVE BUSINESS WEBSITE

**BALTIMORE, MD (March 1, 2010)** – Governor Martin O'Malley today announced the official launch of the Maryland Department of Business and Economic Development's (DBED) redesigned website, [www.choosemaryland.org](http://www.choosemaryland.org), to strengthen economic and employment data and enhance the Department's interactive marketing initiative. The site was primarily developed in house with input from a number of business focus groups and application development assistance from Gantech, a Columbia-based IT firm. Designed to be interactive, the site features a business news channel, MDBizTV, which provides RSS feeds, video and links to breaking news stories on Maryland companies, and links to the latest Maryland business news through social media sites like Twitter, Flickr and Facebook. Users are also able to share information from the site with friends and associates, provide feedback or post questions.

"In a world that is becoming more and more connected through the internet and social media, DBED's new website takes a cutting-edge approach that makes it easy to do business in Maryland," said Governor O'Malley. "I invite business owners to explore the new site and provide feedback, so that we can continue to provide Maryland's businesses with the tools and resources they need to grow and create jobs."

Some of the new features of [www.choosemaryland.org](http://www.choosemaryland.org) include data on eight key Maryland industry sectors; profiles of Maryland companies and entrepreneurs; a statewide business calendar, which non-profit economic development organizations will be able to update with events and information; and GIS Interactive maps that provide data on a variety of demographics, such as education, taxes and workforce. In the coming months, the site will be adding additional features, including offering select content translated into a number of foreign languages and industry microsites where businesses and entrepreneurs can exchange information, update their business' news and network.

"In redesigning our website, we engaged business owners, entrepreneurs and industry analysts to share their best practices and insights with us so we could create an online community that connects with Maryland's businesses and provides key information in an open, transparent and accessible format," said DBED Secretary Christian S. Johansson.

"DBED's new site makes it easy for entrepreneurs and businesses to find what they're looking for, while presenting Maryland as a vibrant, collaborative, and imaginative place in which to do business," said David Troy, partners at Roundhouse Technologies LLC and a member of the DBED website focus group. "I applaud the state for their use of social media to start a

conversation about doing business in Maryland and I am sure the site will serve the business community well for years to come.”

**ABOUT DBED:**

The Maryland Department of Business and Economic Development stimulates private investment and creates jobs by attracting new businesses, encouraging the expansion and retention of existing companies, and providing workforce training and financial assistance to Maryland companies. The Department promotes the State's many economic advantages and markets local products and services at home and abroad to spur economic development and international investment, trade and tourism. Because they are major economic generators, the Department also supports the Arts, film production, sports and other special events. For more information, visit [www.choosemaryland.org](http://www.choosemaryland.org).