

Background: This was a hybrid direct mail piece for the Oklahoma Department of Commerce. It was designed to look like a Forbes magazine cover and was delivered wrapped around an actual Forbes magazine.

Head: There's A New Kind of Energy In Oklahoma.

Copy: More than the wind is sweeping down Oklahoma's plains these days; there is an air of optimism, an energized spirit of achievement. Consider Oklahoma for your relocation site and your company may well get swept up in it.

Much has been written, and sung, about Oklahoma's storied past. But these days, Oklahoma is creating a bold future as the new biotech research capital of the plains.

Sub: Why Oklahoma?

When we total the benefits our state has to offer we ask... "Why not Oklahoma?." Oklahoma's blend of economic advantages and quality of life places us on a very short list among leading biomedical research centers.

Sub: We've created a climate, an environment, for success in Oklahoma.

Our state's growing reputation for biomedical excellence can be credited to a number of factors. The overall quality of our technology resources - rated in the top-echelon nationally - is certainly first and foremost.

The 300-acre Oklahoma Health Center, the Oklahoma Medical Research Foundation and the 25-acre Presbyterian Health Foundation Research Park form the heart of the bioscience community, with another cluster of research institutions and companies 25 minutes south near the University of Oklahoma Campus.

Together they house more than 50 research, academic and healthcare organizations which, in turn, attract more than \$100 million in out-of-state grant dollars each year. Expected grant dollars will increase by 00% in 2005, the tenth year of double-digit increases.

In addition to an established biotech infrastructure, world-class talent is here to support you. The University of Oklahoma Health Center is recognized as one of the nation's premier research centers with seven academic colleges and scores of nationally and internationally-respected researchers.

Sub: Co-operation and commitment comes from a range of public and private entities and sources. All part of the bargain in Oklahoma.

