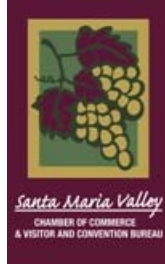


*For Immediate Release
February 27, 2006*



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SANTA MARIA VALLEY IS “CALIFORNIA’S SWEET SPOT”

Visitor Bureau Unveils New Tagline and Logo for 2006 and Beyond

SANTA MARIA, CA—The Santa Maria Valley Visitor & Convention Bureau (VCB) this month unveiled a new tagline and logo as part of a larger branding and marketing effort to better position the valley as a leading visitor destination on the Central Coast.

The new tagline, “Santa Maria Valley—California’s Sweet Spot,” is a multidimensional phrase that celebrates the valley’s key attractions and attributes, as well as its geographic position in the heart of the Central Coast.

“This new tagline will take our marketing activities to the next level,” said Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau. “It reinforces the uniqueness and personality of the Santa Maria Valley as a visitor destination.”

The phrase “sweet spot” is often used to convey “the center” or “the best,” as in the sweet spot of a golf club. The tagline builds upon this imagery to support key local attractions, including wine, strawberries, savory Santa Maria Style Barbecue, golf and recreation, rural beauty and natural wonders such as the Rancho Guadalupe Dunes. It also embraces the “sweet” and friendly nature of the local community.

The tagline was developed by Mooncatcher, the VCB’s public relations consultancy.

“Our goal was to empower the VCB with a phrase that is brief, memorable, meaningful and adaptable,” says Mooncatcher’s Malei Jesse Weir. “This tagline embraces and communicates the spirit of the Santa Maria Valley.”

Concurrently, the VCB is launching its new logo, which features an artisan rendering of two grape clusters—showcasing local wine and agriculture as star attractions.

The new tagline and logo will be implemented this spring in a series of print advertisements and other marketing vehicles.

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Serving the Santa Maria Valley in the heart of California’s Central Coast, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau is a nonprofit association that facilitates local tourism and provides information on the region’s many attractions and visitor services. Famed for its fine wines, natural wonders, agricultural heritage and flavorful barbecue, the Santa Maria Valley offers a broad range of cultural, sporting and historical experiences. For information on lodging, dining, tours, attractions and events, please contact the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau at (800) 331-3779, or visit www.santamaria.com.