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FOR IMMEDIATE RELEASE

South Coast Metro Alliance Marks 25th Anniversary
Orange County's premiere business association comes of age

SOUTH COAST METRO, CA, February 15, 2008 – When the South Coast Metro Alliance was formed a quarter-century ago, the cosmopolitan area in central Orange County known as South Coast Metro bore little resemblance to today's fashionable arts, shopping, commercial and residential district.

“Back then, there were two hotels, a much smaller South Coast Plaza, a smattering of restaurants, and a few commercial office buildings,” said South Coast Metro Alliance President George Sakioka of J.K. Sakioka Company, who presided over a recent luncheon celebrating the organization's contribution to encouraging growth and development in the region.

“Certainly much has changed in the last 25 years, and the next quarter-century promises many more positive changes as the area continues to mature,” he said. “As South Coast Metro's premiere business association, we look forward to continuing to play a major role.”

Since its beginning, the mission of the South Coast Metro Alliance has been to unite developers, property owners and key corporate leaders who are focused on nurturing and intensifying business relationships while responding to issues and concerns. The Alliance implements and coordinates programs that focus on regional marketing, infrastructure development, business attraction, expansion, and retention.

At the luncheon, the organization received proclamations from the Costa Mesa City Council, Senator Tom Harman, a representative for Assemblyman Van Tran, and John Moorlach, the chairman of Orange County's Board of Supervisors. Councilwoman Wendy Leece presented a proclamation on behalf of Costa Mesa Mayor Eric Bever.

Sakioka said that over the years, the South Coast Metro Alliance has become a model copied by others in California and the United States because it provides a stronger business voice on issues or legislation proposed by county, state or federal agencies that affect business and long-term economic prosperity. He said that the South Coast Metro Alliance is a business organization whose primary interest is the continued vitality and long-term prosperity for South Coast Metro property owners and businesses, and that participation in the organization is an investment in maintaining a strong business environment now and into the future.

For more information, visit www.southcoast.metro.com.

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