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**GOVERNOR HALEY BARBOUR TO LEAD MISSISSIPPI
DELEGATION TO AICHI WORLD EXPO 2005**

Nagakute – August 3, 2005. Governor Haley Barbour will lead a delegation of distinguished Mississippians to visit the Expo and the United States Pavilion.

“I am pleased to welcome our good friend Haley Barbour,” said Ambassador Lisa Gable, U.S. Commissioner General. “Governor Barbour has spent much of his career creating economic development opportunities that benefit the United States and this region. We look forward to featuring the Great State of Mississippi--the home of famed authors, musicians, athletes and great southern hospitality. We encourage people to visit there.”

The Mississippi Delegation’s trip to Japan will showcase Mississippi's new economic development initiative, Momentum Mississippi, and recent major reforms in workforce development programs - two new laws that will work in tandem to attract additional international investment and help create higher-skilled, higher-paying jobs in Mississippi.

"Now that Momentum Mississippi and comprehensive reforms in the state's workforce development and training programs are being implemented, we have an arsenal of new tools that we will use to help businesses expand or locate here," Barbour said. "I will also emphasize to Asian-based companies already operating in the state our appreciation for the good jobs and good wages they offer for thousands of Mississippians."

Taking time to publicize Mississippi's important tourism business, Governor Barbour on August 4 will host an afternoon event at "Mississippi Day" in the United States Pavilion at the 2005 World Expo. The event will feature the most influential form of American music, "the Blues" - which originated in the Mississippi Delta.

James "Super Chicken" Johnson and recording artist Ora Reed, a Mississippi native who now lives in Japan, will perform during the day.



MISSISSIPPI

Leland Speed, executive director of the Mississippi Development Authority, said, "To further assist and support our Japanese business partners, and in addition to the numerous advantages we offer such as low costs and high standard of living and quality of life, the state supports a local branch of the Japan-America Society and a thriving Saturday school in the capitol for our younger Japanese guests. On the travel front, visitors are discovering the Mississippi we have long known - lush golf courses, exciting entertainment venues, beautiful scenery, fabled hospitality and our musical heritage."

The Blues is heard around the world and is echoed in the sounds of rock and roll, jazz, rhythm and blues, and country music. It is a national treasure, one that Mississippians appreciate and value. The Delegation's visit is also an opportunity to attract tourists to Mississippi.

"We want to encourage potential visitors to explore our musical roots, travel down the Blues Highway, visit the Crossroads, and hear the rich sounds that have always been part of our everyday life," Craig Ray, MDA Director of Tourism added.

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