



Cali Baja Bi-National Mega-Region Marketing Rules of Engagement

Introduction:

The Cali Baja Bi-National Mega-Region (the Mega-Region) is committed to the economic development and growth of the California and Baja bi-national region encompassing San Diego County, Imperial County and Baja California. The goal of this marketing “rules of engagement” MOU is to bring together the interests of a broad range of private, public and non-profit groups to promote the global brand: the Cali Baja Bi-National Mega-Region. When working together in the capacity of the Mega-Region we will cooperatively market our competitive and complementary assets to key targeted industries (cleantech, applied biotech, specialized manufacturing and logistics). The collaboration of such a variety of groups and interests requires that certain standards of conduct must be developed and adhered to for the initiative to meet its goal. These “Rules of Engagement” represent the standards that each member of the Mega-Region supports and practices in its daily conduct of business.

Preamble:

We the members of the Cali Baja Bi-National Mega-Region, set forth the following principles of behavior and standards of conduct to guide efforts in promoting the long-term economic health of the Mega-Region. We set forth these Rules of Engagement:

- We are committed to the promotion of the Mega-Region as a desirable business location for new and expanding companies. When representing the Mega-Region, we shall market the assets of the region as a whole.
- We shall honor the confidentiality requested by both our fellow members of the Mega-Region and our prospects. Information shared with our fellow members in confidence shall remain in confidence.
- Transactions are to be driven by the client. In the event a company chooses to relocate from one community to another, every effort will be made to contact the affected community to let them know of the potential move based on confidentiality agreements. Violation of this commitment shall be viewed as the single most serious breach of our membership pledge to the Mega-Region.
- We are committed to the concept of competition for locations and expansions among our individual communities and projects, provided that the prospect has asked for specific proposals or has settled on a Mega-Region location.

- All marketing and promotional efforts within the region that are carried out by members of the Mega-Region, should be done constructively and in a manner that it is not detrimental, derogatory or insulting to the other geographic areas. Any direct solicitation of intra-regional relocations is discouraged, and should only be done in efforts to retain companies from relocating outside the Mega-Region.
- We are committed to attracting and locating prospects within the Mega-Region. In the event that our local jurisdictions cannot meet the needs of a particular prospect we shall communicate with our fellow members in an effort to meet the company's needs elsewhere in the Mega-Region based upon confidentiality agreement.
- The Cali Baja Bi-National Mega-Region logo will be restricted to use for Mega-Region events, the website and collateral materials.
- When the Cali Baja Bi-National Mega-Region image is used, it is required that any leads generated must be shared upon condition of confidentiality.
- Violation of the terms of the "Rules of Engagement" could result in a loss of participation in all Mega-Region marketing activities including not benefitting from any lead sharing.



Economic Promotion Commission of Ensenada (COPREEN)



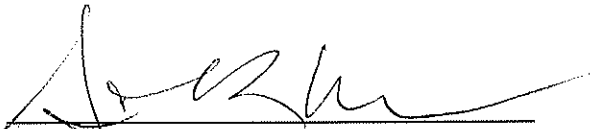
Economic Promotion Commission of Tecate (COPRETEC)



Imperial Valley Economic Development Corporation (IVEDC)



Industrial Promotion Commission of Mexicali (CDIM)



San Diego Regional Economic Development Corporation (SDREDC)



Tijuana EDC (DEITAC)