

STATEMENT FROM SOUTHCOAST USA
on B.P. OIL SPILL
May 6, 2010

"Support the SouthCoast With Your Visit"

"Southcoast USA, which proudly represents 11 destinations across the Gulf coast region from Louisiana, Mississippi, Alabama and the Panhandle of Florida, urges Americans and international travelers who have plans to visit this region - and others who want to join them - to continue with those plans. SouthCoast USA's destinations are rich in unique music festivals, cultural attractions, world-class restaurants, historical treasures, sparkling lakes and rivers, fresh water fishing, casino gaming, shopping - and a southern hospitality experience that lasts a lifetime.

"Like all Americans, SouthCoast USA is deeply concerned about what is occurring in the Gulf of Mexico and we encourage all those seeking to offer support to visit the SouthCoast region. Although the level of actual environmental and economic impact cannot be realized until the spill is capped and possibly reaches our shores, your visit will help to ensure that our local tourism economy-which is a cornerstone to our growth-remains vibrant. Our local economy depends on it now more than ever-and you'll be glad you came." --*Cristyne Nicholas, SouthCoast USA spokesperson, May 6, 2010*

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For more information on SouthCoast USA visit: www.southcoastusa.com.
SouthCoast USA is a multi-state consortium of destinations along Interstate 10 and the Gulf of Mexico, organized to create, enhance and promote brand identification of the region as one of America's top pleasure destinations. Destination partners include, Lake Charles, Lafayette, New Orleans, Baton Rouge, Houma, and North Shore, Louisiana; Ocean Springs and Mississippi's West Coast; Mobile and Gulf Shores-Orange Beach, Alabama; and Pensacola, Florida.

For media inquiries about SouthCoast USA , its upcoming events and its response to the Gulf spill please contact Cristyne Nicholas at Nicholas & Lence Communications, 212-938-0001 or email Cristyne@nicholaslence.com.