



CONWAY ANNOUNCES NEW STRATEGIC PARTNERSHIP

Conway, Inc. Announces New Partnership with Golden Shovel Agency

ATLANTA, GA – October, 2015 – Conway, Inc. (Conway) announces the formation of a strategic partnership with the Minnesota based, Golden Shovel Agency (Golden Shovel).

Golden Shovel creates and manages the online presence for economic development organizations across the country. They are specialists in building first-class economic development websites combining award-winning designs with all the tools required to keep organizations ahead of the curve. The **Economic Gateway**, the robust software platform developed by Golden Shovel, combined with their **Gatekeeper Social Management Service**, powerfully promotes an organization's message employing the most current strategies for successful economic development.

Conway and Golden Shovel have developed a content sharing partnership, where Conway will provide news, stories, and editorial that will be syndicated across Golden Shovel's network and digital channels. The partnership focuses on developing custom editorial as well sharing content from **Site Selection Magazine** that can be posted and distributed through Golden Shovel's large network of clients.

"Golden Shovel's role as a content provider, will give Site Selection Magazine's editorial a wider distribution network, while providing relevant content for the websites of rural and small jurisdiction economic development agencies," said Adam Jones-Kelley, President of Conway, Inc.

"We see this as a win-win for Golden Shovel's clients as well as the locations that receive editorial coverage in **Site Selection Magazine**," added Jones-Kelley.

"Golden Shovel is working to partner with the most respected firms in the economic development industry," said Aaron Brossoit, Chief Executive Officer of Golden Shovel Agency. "Our partnership with Conway and Site Selection Magazine will give our clients access to information and editorial that is written for professionals in our industry."

"We believe the specific nature of Site Selection's content, will add value and information to the companies and executives using our clients' websites and digital resources," said Brossoit.

"We're thrilled to have a partnership with one of the most respected companies in the economic development industry."

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About Conway, Inc.

Since 1954 CONWAY has been a trusted advisor to government economic development and investment promotion agencies, working with over 400 countries, states, provinces, cities and communities from around the world.

We are the oldest and largest service firm in the economic development-investment promotion industry, providing strategic and support services to public sector agencies internationally.

Conway has divisions which specialize in publishing, consulting, public relations, event development, marketing, advisory services, lead generation, site consulting, training, and association management.

Headquartered in Atlanta, Georgia, USA, Conway employs over 80 people in 10 offices in 7 countries.

Conway is the publisher of Site Selection Magazine and management firm for the Industrial Asset Management Council (IAMC) and the Global FDI Association.

For more information, please visit www.conway.com

About Golden Shovel Agency

Golden Shovel Agency views economic development as a creative endeavor, critical for a region or community to attract and retain businesses. They work with over 120 communities across the country combining web technology and design expertise to present communities in their best light. Golden Shovel employs the latest economic development trends to keep their clients ahead of the curve.

For more information, please visit www.goldenshovelagency.com