



PRESS RELEASE

ALABAMA STATE PORT AUTHORITY LAUNCHES REDESIGNED WEB SITE

Mobile, Ala. – February 10, 2009. The Alabama State Port Authority announces the launch of a redesigned Web site. The new site is meant to be more user-friendly and to work as a marketing tool for the Authority.

As part of the new marketing campaign, the Port Authority's Web site, www.asdd.com, features a new and improved sections showcasing port services, key contacts, terminal descriptions and locations, as well as a newsroom featuring an image library and archives of the *Alabama Seaport* magazine. The design of the Web site complements the print and outdoor advertising efforts launched earlier this year.

"All businesses are becoming more reliant on the internet. Our goal for the new web site is to be more user friendly for our customers and business partners," said Jimmy Lyons, Director & CEO, Alabama State Port Authority.

The site includes a number of new functions, including ways to apply for a Transportation Worker Identification Credential (TWIC) Escort License and an online application to take a tour of the docks or a dock-related facility. Users can review requests for proposals and bids, check the harbor master's daily vessel activity report and even click a link to live weather and water conditions at the Port of Mobile using the Physical Oceanographic Real Time System (PORTS®) from the National Oceanographic and Atmospheric Administration.

The Port began developing an all-new look for the Port Authority's marketing efforts earlier this summer to increase and expand awareness among the Port's current potential customers. In addition, the campaign communicates investments made at the Port, capital improvements and additional infrastructure as well as the Port Authority's impact on job growth in Alabama.

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