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## **CarterTodd & Associates Selected As SC Launch! Partner**

**Columbia, SC – May 24, 2007** – CarterTodd & Associates, an agency specializing in public relations, marketing, and creative services, has been selected as a Resource Partner by SC Launch! The SC Launch! program is a collaboration among SCRA, Clemson University, the University of South Carolina, and the Medical University of South Carolina to strengthen South Carolina’s emerging Knowledge Economy.

SC Launch! facilitates key steps of the innovation pipeline, from discovery assessment, through development and deployment, and continuing with support during later commercialization activities. This program is building equity in the future by generating technology-based jobs which enhance the state’s quality of life and provide strong prospects for all South Carolinians in this economy.

“We are excited about the opportunity to partner with SC Launch! by providing our PR and marketing expertise to these knowledge-based companies,” said Lorri-Ann Carter, CarterTodd & Associates president & CEO. “We are passionate about South Carolina becoming a leader in the knowledge economy. Given the current global demographic and economic trends, cities like Columbia that are able to attract knowledge-based workers will be the most successful in this new economy.”

CarterTodd & Associates will provide public relations, marketing, and creative services for SC Launch portfolio companies which include high-potential knowledge economy businesses in the areas of advanced materials and fibers; aerospace and automotive;

engineering and chemicals; information technology; hydrogen, fuel cells and alternative energy; life sciences and biotechnology; and military, defense and homeland security.

**About CarterTodd & Associates, Inc.**

Headquartered in Columbia, SC, CarterTodd & Associates is a full-service agency that provides public relations, marketing, and creative design services to companies nationwide. The agency specifically focuses on hi-tech, non-profit, and professional services companies. For more information about CarterTodd & Associates, please call 803-779-4005 or visit the web site at [www.cartertodd.com](http://www.cartertodd.com).

**About SC Launch!**

SC Launch!, an SCRA collaboration, accelerates entrepreneurial growth of technology start-ups by delivering key tools for success, creating high-paying jobs and building equity in the future for all South Carolina. For more information, please visit [www.sclaunch.org](http://www.sclaunch.org).

**About SCRA**

SCRA is a global leader in applied research and commercialization services with offices in Anderson, Charleston, and Columbia, South Carolina. SCRA collaborates to advance technology. SCRA provides technology-based solutions with assured outcomes to industry and government, and with the help of research universities like Clemson University, the University of South Carolina and the Medical University of South Carolina. For more information please visit [www.scra.org](http://www.scra.org)

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