

PRESS RELEASE

FOR IMMEDIATE RELEASE

Local Business Becerril Air Receives 2008 Best of Imperial Valley Award

U.S. Local Business Association's Award Plaque Honors the Achievement

WASHINGTON D.C., October 6, 2008 -- Becerril Air has been selected for the 2008 Best of Imperial Valley Award in the Air Conditioning category by the U.S. Local Business Association (USLBA).

The USLBA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USLBA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2008 USLBA Award Program focused on quality, not quantity. Winners are determined based on the information gathered both internally by the USLBA and data provided by third parties.

"We are very proud to have been awarded this distinction. Our company has over 57 years of experience in providing Energy saving solutions to this Region. Becerril Air is very innovative and brings practical, affordable and high efficiency Air Conditioning solutions to our clients. This is our expertise, it's what we do." said Louis Fuentes, President of the company.

Marcela Piedra, Director of Economic Development for the City of El Centro: "The City of El Centro values its small business community and is proud to know that one of its local businesses has been nationally recognized. Becerril Air has been doing business in the City for a number of years and we are proud that they have made the City of El Centro their home. This type of business operates in a highly competitive market and for them to receive this award represents their ability to remain competitive in such a tight market."

Becerril Air recently opened a showroom at the I.V. Mall for its customer's interactive experience with its products. Carlos Becerril-Purchasing Director said, "Those interested in reducing their Energy Bill by up to 60% in their home or business can walk in and see what products will do this, us or give us a call at 352-2244."

About U.S. Local Business Association (USLBA)

U.S. Local Business Association (USLBA) is a Washington D.C. based organization funded by local businesses operating in towns, large and small, across America. The purpose of USLBA is to promote local business through public relations, marketing and advertising.

The USLBA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.

SOURCE: U.S. Local Business Association

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