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FOR IMMEDIATE RELEASE

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Northern Community Investment Corporation Hires Montagne Communications of Manchester to Provide Media Relations Services for NH Grand

LANCASTER, NH – Northern Community Investment Corporation (NCIC) has announced the hiring of Montagne Communications of Manchester, New Hampshire, to provide media relations services for NH Grand effective August 1, 2010.

“We are delighted to have the team at Montagne Communications on board to assist us promote and publicize Northern New Hampshire and create a brand presence for NH Grand,” said Samantha Kenney Maltais, NH Branding Project Manager for the NCIC. “The public relations efforts will support other elements of the marketing plan designed to increase revenues from business and leisure travelers to Coos County. We’re excited to spread the word about our region being a grand travel destination!”

Montagne Communications will provide strategic public and media relations planning for NH Grand. In collaboration with New Hampshire Grand and its partners, Montagne will develop and execute a strategic public relations plan that will reinforce the overall tourism marketing plan and key messages, targeted at leisure, group and business traveler markets. In addition, the agency will develop a monthly newsletter aimed at providing marketing and public relations ideas and updates for the local business community and build awareness of the NH Grand brand. Montagne is also the public relations agency of record for the New Hampshire Division of Travel and Tourism Development.

“We’re thrilled to work with Sam and the brand leadership team at NH Grand to help generate quality media coverage in print, broadcast, online and social media,” said Scott Tranchemontagne, president of Montagne Communications. “Northern New Hampshire is a

precious gem within the state, and by creating and implementing a public relations plan for NH Grand we will enhance the visibility of the grand resorts and grand adventures located here. Our goal is to drive attention and increased visitation to this scenic outdoor playground.”

Montagne Communications offers strategic communications consulting and public relations services to its clients, including media relations, media training, community relations, issues advocacy, government and public affairs, special promotions and event planning, and political consulting. Clients include NH Division of Travel and Tourism Development, FairPoint Communications, Citizens Bank New Hampshire, Waste Management, Laconia Harley Davidson, and Irving Oil.

For additional information on Montagne Communications, visit www.montagnecom.com, [Facebook](#), [Twitter](#).

About NH Grand

“Grand Resorts, Grand Adventure” is the brand of New Hampshire’s North Country marketing initiative – also known as NH Grand -- and is the official visitor information source for the Great North Woods and the Northern White Mountains.

The Northern New Hampshire Marketing Project is now entering its second year of promoting Coos County to regional visitors. Over the course of the 2009-2010 year, the project created the County’s first comprehensive tourism website, www.nhgrand.com; built social media presence on Facebook, Twitter and YouTube; designed and distributed 140,000 brochures in New Hampshire, Maine Coast, Massachusetts and Canada focusing on “Best of’s,” Adventures, and Lodging options available in the region.

For more information on NH Grand, visit www.nhgrand.com, New Hampshire Grand on Facebook, and NH Grand on Twitter.

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