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CNN's Larry King To Host Major Southern California International Trade Event

World Trade Center Association Los Angeles-Long Beach Inducts Trio of Heavyweights at 14th Annual Hall of Fame Event to be held March 27th

This year's World Trade Hall of Fame Awards ceremony, scheduled for March 27, 2003 at LA Center Studios in downtown Los Angeles, hosted by the legendary CNN broadcaster, Larry King, promises to be an exciting affair as the World Trade Center Association Los Angeles-Long Beach (WTCA LA-LB) recognizes three international corporations for their impressive international business activities and achievements.

In keeping with this year's theme, "Beyond Barriers, Beyond Limits, Beyond Borders", the WTCA LA-LB is pleased to announce that it will honor three companies of exceptional vision: Harley-Davidson, Inc., The Home Depot and Virgin Management. "Over the last 14 years, the WTCA LA-LB has been privileged to honor many of the world's top companies and individuals that have made lasting contributions to the furtherance of international trade. This year's honorees have all developed innovative ways to make their companies household names around the world. We look forward to celebrating their accomplishments and hearing their stories," said Barry Sedlik, WTCA CEO.

"In the 1980s, when Harley-Davidson was fighting for its life, the cynics were saying that American industry was finished. Naysayers said that we couldn't compete in the global economy. But I am pleased to say that the cynics were wrong. Harley-Davidson isn't just surviving, we are flourishing. We are pleased to accept this honor from the WTCA LA-LB," says Jeffrey L. Bleustein, Chairman & Chief Executive Officer, Harley-Davidson, Inc. Vice President Tim Hoelter, a key player in Harley-Davidson's international expansion, will accept the honor on behalf of the company.

"As the world leader in home improvement, our company has long recognized the importance of international trade," says Bob Nardelli, Chairman, President & CEO of The Home Depot. "We are constantly looking at new products and sources of opportunity to ensure that we can provide our customers with the most innovative, high quality products at the best price possible. On behalf of our 300,000 associates, thank you for this special recognition."

"We thank the WTCA LA-LB for this prestigious nod. Virgin - the third most recognized brand in Britain - is now becoming the first global brand name of the 21st century. We are involved in planes, trains, finance, soft drinks, music, mobile phones, holidays, cars, wines, publishing, bridal wear - the lot! We have created over 200 companies worldwide, employing over 25,000 people. We look forward to celebrating together on March 27th," says, Sir Richard Branson, Chairman of the Virgin Group of Companies.

This year, the WTCA LA-LB will also confer a special lifetime achievement award to Mr. Bob D. Kleist. Mr. Kleist, a veteran of World War II's legendary Flying Tigers, has been a fixture of Southern California's international trade community for over 56 years. A tireless advocate for the benefits of international trade, he has been a driving force in shaping the emergence of Southern California into a global trade powerhouse.

A Tribute Journal will also be presented recognizing local firms that have demonstrated consistent growth in their international business development and have positively impacted international growth in the region's economy.

Attendees at this year's event will be in store for an evening of excitement and surprises. With the outstanding support of the management of Los Angeles Center Studios, the home of the soon to be released, "Terminator 3" and other blockbusters, the celebration will take place in a state-of-the-art sound stage at the studio's Downtown Los Angeles campus. Emmy award winning event producer Gail Purse and production designer Rene Lagler, who's credits include the Olympics and the Grammy Awards, will work their magic to make the evening a night to remember.

The WTCA LA-LB began hosting the annual World Trade Hall of Fame Awards in 1989. The World Trade Hall of Fame takes place 6:30pm. Prices for the event are \$10,000 for a platinum table, \$7,500 for a gold table, and \$5,000 for a silver table sponsor. Special individual ticket price for WTCA members is \$300, and \$350 for non-members. For more information and reservations, please contact Ms. Emily Pai at 323/904-4400.

About the World Trade Center Association Los Angeles-Long Beach

The WTCA LA-LB, an affiliate of the Los Angeles County Economic Development Corporation (LAEDC), is a premier trade association and a leader within the global World Trade Centers Association network. The WTCA network, established with the completion of the New York World Trade Center in 1970, is the world's largest non-governmental organization dedicated to helping businesses develop international trade opportunities. The Association now includes over 200 World Trade Centers in 72 countries. Since 1986, the WTCA LA-LB, a non-profit organization operating from facilities within the Long Beach World Trade Center and the Los Angeles World Trade Center, helps local businesses expand into international markets, educates the public about international trade, and serves as the international trade clearinghouse for the region.

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