



## Vérité and Kennecott Land Win 2006 Standard of Excellence Award from the Web Marketing Association for kennecottland.com

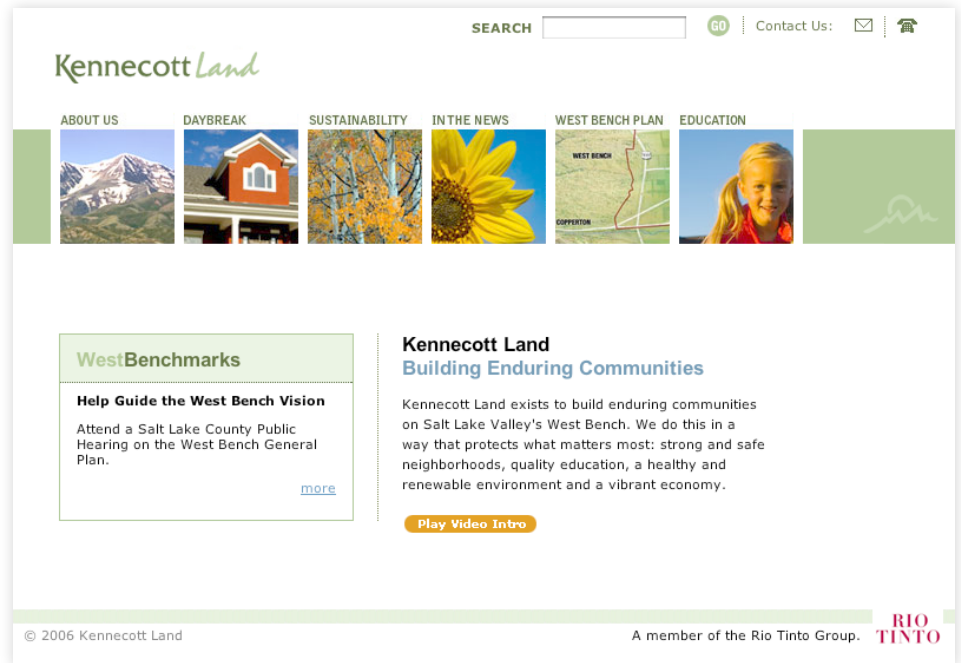
SALT LAKE CITY, UT. — October 9, 2006  
Vérité, a digital communications agency, today announced receipt of the prestigious Standard of Excellence WebAward from The Web Marketing Association. These WebAwards recognize the standard of excellence for which all corporate websites should strive. The award was presented for the Kennecott Land website design in the Public Relations category.

Entries were judged on top website design, copy writing, innovation, content, interactivity, navigation, and use of technology. More than 2,300 websites from 35 countries were adjudicated in 96 industry categories during this year's WebAward competition.



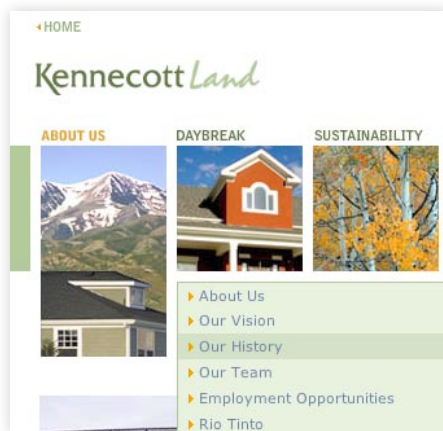
"The World Wide Web continues to evolve in terms of website development and the expectations of visitors to sites," said William Rice, President of the Web Marketing Association. "The websites today are more integrated than ever and have multimedia tools embedded into the site rather than as links. The WebAward winning websites have once again set the standard for all web development. This accomplishment serves as an invaluable marketing opportunity for both the winning website and company and serves as a benchmark for all websites within the each industry."

"We are very proud to win this award for the Kennecott Land site. The site is



easy to navigate and takes an innovative approach to public affairs site design," says Kimberley Jones, CEO of Vérité.

"The site effectively accomplishes our goal to communicate the vision of Kennecott Land and to invite participation from the community and numerous stakeholders in this visionary process," says Jana Kettering, Senior Communications Specialist, Kennecott Land.



"Our goal is to make our West Bench General Plan transparent -- the website helps us do this as it is informative, easy to use and understand and is visually pleasing."

One of Utah's original digital communications agencies, Vérité, Inc. produces unique and effective on-line tools and advertising campaigns. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérité offerings include eTools', on-line services for registering, testing, certification, eCommerce and more, also design and production services for both traditional and digital sales, marketing and training campaigns. Vérité has built innovative integrated media solutions for some of the world's leading technology companies including Novell, IBM, Symantec,



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Hewlett Packard, The State of Utah, Altiris, Helius and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally.

Kennecott Land owns 93,000 acres on the Salt Lake Valley's West Bench – the largest undeveloped land holding in a metropolitan area in the nation. The company's mission is to build enduring communities on Salt Lake Valley's West Bench. Daybreak is the first testament to that vision. Situated on 4,126 acres in the city of South Jordan, Daybreak is a place where individuals and their families can grow together for generations to come - as neighborhoods take shape, employers locate their businesses here, and a great community is created and sustained. Kennecott Land is a member of the Rio Tinto Group.

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**Kennecott Land**

ABOUT US DAYBREAK SUSTAINABILITY IN THE NEWS WEST BENCH PLAN EDUCATION

**West Bench Vision**

### About Us

If you talk to your neighbors and ask them what they want for their kids and grandkids in the future, you'll find that we all want pretty much the same things: close family, good health, economic prosperity and outstanding quality of life —as good or better than our own. We want a plan for balanced growth that will help keep jobs and family right here in the Valley for decades to come.

At Kennecott Land, we're already moving in that direction. As part of [Rio Tinto](#), an international mining company, we are committed to sustainability in all our operations. We've begun with the opening of [Daybreak](#)—a new community in [South Jordan](#) that not only celebrates our deeply rooted values, but also provides a model for future growth and economic prosperity along the West Bench. Even as [Kennecott Utah Copper](#) will provide copper to the world for many years to come, Kennecott Land is transforming other West Bench property into high-quality communities. We can orient these new communities around a variety of employment centers offering a mix of office, retail and other commercial uses. And we can provide for a public transit corridor to connect these communities and employment centers.

We envision dedicating approximately half of this land to parks and natural open space, thus protecting the beauty of the Oquirrh Mountains and opening up a vast new frontier to recreation. In short, we can create a pathway to sustainable, quality growth in Salt Lake Valley that will provide our families with new homes, new jobs and new places to explore for generations.

On the pages of this web site, you can see how these ideas might begin to take shape. We invite you to visit [Daybreak](#) and consider the potential of the West Bench. [Tell us what you think](#). Share your ideas. With your help and collaboration, we can achieve sustainable quality growth.

To learn more about us, additional details are available on this [Kennecott Land Fact Sheet](#).

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