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PLEASE HOLD UNTIL 1:00AM, JAN 6th 2009**

WEDC Announces New Vice-President

January 5, 2009 (Windsor) - The WindsorEssex Development today announced the appointment of Patrick Persichilli to the position of Vice-President.

Mr. Persichilli replaces Michael Burton, who recently accepted a position with the Institute for Diagnostic Imaging Research at the University of Windsor.

Mr. Persichilli brings a diverse and proven track record of executive-level management to the WEDC. Most recently, he was Director of Administration & Corporate Affairs for Valiant Corporation in Windsor. Prior to that, Mr. Persichilli spent nine years with Ford Motor Company and Nematik of Canada in various management positions.

“We are extremely pleased to have Patrick join us in this key management role,” said Remo Mancini, Chairman of the WindsorEssex Development Commission. “We will be relying on his experience and skills in dealing with business owners/executives and in human resource management as we move forward to diversify and strengthen our local economy.”

“The WindsorEssex Development Commission has come a long way in the past 18 months”, commented Persichilli. “I am delighted to be joining this changing and dynamic organization, and I look forward to working with our existing business community as well as focusing on new economic investment opportunities to revitalize our region.”

Mr. Persichilli’s first day at the WEDC will be January 12th, 2009.

For more information, please contact:

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Patrick Persichilli

Patrick Persichilli is a seasoned management executive with over 10 years of diverse management and leadership experience. He brings to the WEDC a comprehensive and proven track record in working with business leaders and executives, and in strategic planning, government relations, finance, organizational restructuring and media relations.

For the last three years, Patrick has served as Director of Administration & Corporate Affairs for Valiant Corporation, a Windsor-based supplier of services and solutions to the automotive, aerospace, construction and forestry industries. Mr. Persichilli was responsible for a wide range of management functions including global human resources management, strategic planning, legal/regulatory management and government relations for Valiant's worldwide operations. He also led major organizational restructuring initiatives, was responsible for procurement and management of corporate IT assets including SAP, multiple engineering software platforms, network infrastructure and telecommunications.

Before joining Valiant, Patrick spent nine years with Ford Motor Company and NemaK of Canada in various senior management positions. From 2004-2006, he served as Senior Manager, Corporate Affairs & Government Relations and Senior Manager, Direct Material Purchasing for NemaK. In these roles, he interacted on a regular basis with all levels of government on tax, economic, environmental and training issues, developed labor relations and organizational effectiveness strategies, managed external relationships with strategic partners and suppliers, and handled day-to-day communications and public affairs issues.

Mr. Persichilli began his career at Ford as Financial Analyst and later assumed the role of Controller and Corporate Business Systems Manager at NemaK of Canada, where he managed a team of manufacturing finance analysts. His responsibilities included business planning, budget models, forecasting, product costing, BOM/inventory management, internal control, business process management and management reporting.

Mr. Persichilli is a Sessional Professor at the University of Windsor, where he currently lectures at the Odette School of Business on topics such as management information systems, fundamentals of business, principals of management, production management, technology and business communications.

Patrick holds an Honours Bachelor of Public Administration degree and a Bachelor of Arts & Social Science degree from the University of Windsor, as well as a Master of Public Administration degree from the Rackham School of Graduate Studies at the University of Michigan. He is a member of the Board of Directors for the Canadian Tooling & Machining Association, and holds a number of professional certifications in business management, finance and manufacturing systems.

Mr. Persichilli is a native of Windsor and currently resides in Tecumseh.