

MEDIA RELEASE

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Windsor-Essex Earns Top 10 “American Cities of the Future” Ranking

April 17, 2011 Windsor and Essex County - The WindsorEssex Economic Development Corporation (WEEDC), the City of Windsor and Essex County are proud to announce that Windsor-Essex has achieved a top 10 placement in the first ever ‘American Cities of the Future’ ranking compiled by **fDi Magazine**, a publication of The Financial Times Limited. The ranking uses a mixture of data and expert opinion to rank cities on their attractiveness for inward foreign direct investment, economic development and business expansion. Data collected by fDi Intelligence (www.fDiIntelligence.com) was combined with the submission made by the WEEDC to generate the region’s ranking.

Windsor-Essex not only finished seventh overall in the Large Cities category, we also achieved top ten rankings in three other categories: Infrastructure, Foreign Direct Investment Promotion Strategy, and Economic Potential. Our second place ranking in the Economic Potential category was particularly gratifying and appropriate, given the Conference Board of Canada’s expectation that the Windsor-Essex economy will outperform all other Canadian communities in 2011.

Mayor Eddie Francis said, “Our showing is most impressive especially considering the expanded number of countries involved and the high level of screening that happens.”

Tom Bain, Essex County Warden added, “See what happens when we collaborate and put our best foot forward – this is great news!”

fDi Cities of the Future shortlists are created by an independent collection of data by **fDi Intelligence** division across 405 cities across North and South America. fDi Intelligence, from **The Financial Times Ltd.**, is the leading provider of foreign direct investment intelligence. **The Financial Times**, one of the world’s leading business news organizations, is recognised internationally for its authority, integrity and accuracy.

“This award is further evidence that Windsor-Essex is on a path of reinvention. This objective third party affirmation is wonderful.” said Lindsay Boyd, Chairperson of the WindsorEssex Economic Development Corporation.

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About the WindsorEssex Economic Development Corporation (WEEDC)

The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Canada’s fastest growing economy (Conference Board of Canada) and one of the world’s Top 7 most intelligent communities (Intelligent Community Forum). Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities.

WEEDC can be found on the web at www.choosewindsor.essex.com

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