

NEWS RELEASE

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TAMPA BAY RANKS #2 FOR LOWEST OVERALL BUSINESS COSTS ON KPMG BUSINESS COST INDEX

TAMPA BAY, FL (April 9, 2008) – The Tampa Bay region ranked number two for having the lowest overall business costs among the top 25 major U.S. cities, according to the 2008 KPMG Competitive Alternatives Business Cost Index. Tampa Bay tied with Dallas-Fort Worth in the ranking with a score of 97.3 on a scale where 100 is the U.S. average.

The KPMG study measures the combined impact of 27 cost components that are most likely to vary by location. These include tax, labor and facility costs. The basis for comparison is the after-tax cost of startup and operations over 10 years. Major U.S. cities include those with 1.5 million or more residents.

“Business costs are an important factor companies use in the decision making process when choosing where to relocate and expand. This ranking shows that the Tampa Bay region remains very competitive in this important measure for economic growth,” said Chris Steinocher, COO and Senior Vice President of Marketing & Business Development for the Tampa Bay Partnership.

Most importantly, the Tampa Bay region ranked #1 for lowest business costs among the top 25 U.S. cities for Shared Services, a key industry cluster for the region with over 40 shared services operations employing over 40,000 workers. Organizations with large shared services operations in the Tampa Bay region include Coca-Cola Enterprises, Lockheed Martin, PricewaterhouseCoopers, JPMorgan Treasury Technologies, among others.

In a shared-services environment, common functions, such as HR, finance and IT, are consolidated rather than spread across an enterprise. More than just centralization or consolidation of similar activities in one location, shared services can mean running these service activities like a business and delivering services to internal customers at a cost, quality and timeliness that is competitive with alternatives.

The KPMG study examines 17 industry operations including aerospace, agri-food, automotive, chemicals, electronics, medical devices, metal components, pharmaceuticals, plastics, precision manufacturing, telecommunications, biotechnology, clinical trials, product testing, software design, web and multimedia, and back office/call centers/shared services.

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About Tampa Bay Partnership:

The Tampa Bay Partnership is the regional organization that brings the communities of Tampa Bay together to accelerate life's possibilities through advocacy, marketing, research and leadership. Founded in 1994, the Tampa Bay Partnership provides regional economic development for the metro areas of Tampa/St. Petersburg/Clearwater, Lakeland, and Sarasota/Bradenton/Venice and the counties of Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota.

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2008 KMPG Business Cost Index

KPMG Competitive Alternatives Business Cost Index Results for Large U.S. Cities US Avg. = 100.0

Location	Index	Rank
Atlanta, GA	96.9	1
Tampa St-Pete, FL	97.3	2
Dallas--Fort Worth, TX	97.3	2
Baltimore, MD	98.9	4
Houston, TX	99.4	5
Wilmington, DE	100.6	6
Northern VA/ Metro Washington DC	101.0	7
St. Louis, MO	101.1	8
Indianapolis, IN	101.3	9
Providence, RI	101.9	10
Phoenix, AZ	102.1	11
Portland, OR	102.2	12
Riverside--San Bernardino, CA	102.8	13
Philadelphia, PA	103.2	14
Milwaukee, WI	103.7	15
Minneapolis, MN	103.9	16
San Diego, CA	104.6	17
Seattle, WA	105.5	18
Las Vegas, NV	105.5	18
Chicago, IL	106.5	20
Boston, MA	106.7	21
Detroit, MI	106.8	22
Trenton, NJ	106.8	22
San Jose, CA	110.0	24
New York, NY	116.0	25

This report measures the combined impact of 27 cost components that are most likely to vary by location. These include tax, labor and facility costs.

NOTE Large cities defined as areas with 1.5 million population or more