

For Immediate Release
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Kamloops Recognized in Top Ten *Cities of the Future* In the Americas

Kamloops, BC – Kamloops, British Columbia has received a prestigious recognition from *Foreign Direct Investment Magazine*. The first ever *Americas Cities of the Future 2010/11* competition which publishes a ranking of the economic business and financial strengths of cities across the American Continent (both North and South) has recognized Kamloops as 9th overall in their Micro Cities Category, 2nd for its Foreign Direct Investment Strategy and 5th for its Cost Competitiveness in their Micro Cities categories. Micro cities have a population of less than 100,000.

Foreign Direct Investment Magazine – Americas Cities of the Future 2010/11 shortlists were created by independent data collected by fDi Intelligence division across 405 cities across North and South America. Six categories were evaluated: Economic Potential, Human Resources, Cost Effectiveness, Quality of Life, Infrastructure and Business Friendliness. A seventh category was added to the scoring – FDI promotion strategy. In this category, 100 cities submitted details about their promotion strategy and this was judged and scored by our independent judging panel.

“This recognition of Kamloops’ efforts is well deserved. Our growth in infrastructure and business opportunities, our ideal location as a transportation hub as well as our superior quality of life amenities all contribute to Kamloops being a great place to invest. Having such a prestigious ranking will only enhance our efforts to attract international investment into our community,” said Dan Sulz, Executive Director Venture Kamloops.

A more detailed list of the winners and categories can be found in this month’s *Foreign Direct Investment Magazine* – April 2011 or on their website at www.fdiintelligence.com.

fDi Intelligence is a specialist division from the *Financial Times Ltd* established to provide industry leading insight into globalisation with a portfolio of world-class products, services and business tools that allow organisations such as investment promotion agencies, companies, services providers and academic institutions to make informed decisions regarding foreign direct investment and associated activities.

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For information, please contact:

Anita Grover, Economic Development Manager
Venture Kamloops Tel: (250) 828-6818 E-mail: anita@venturekamloops.com