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Business Facilities LIVE X CHANGE

a group C media™ event

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CONTACT: Mary Ellen McCandless
Marketing Director, Group C Media, Inc.
800-524-0337 x228
maryellen@groupc.com

Business Facilities LiveXchange Does Its Part to Stimulate U.S. Economy

Corporate executives with the potential to create more than 6,100 new jobs—a major boost for national and local economies—attended the fifth annual event.

Tinton Falls, NJ — Economic development agencies striving to bring jobs and investment to their communities found the growing companies they were seeking October 18-20 at **Business Facilities LiveXchange**. In its fifth year, the event was held at the Sanibel Harbour Resort and Spa in Fort Myers, Florida.

“**Business Facilities LiveXchange** is playing an important role in helping the U.S. economy get back on its feet,” said Ted Coene, co-president of Group C Media, Inc., the parent company of **Business Facilities LiveXchange**. “During a serious national recession, the creation of 6,100 new jobs has a tremendous positive impact on both U.S. and local economies. This is a clear illustration that business events held at high-end resorts can play a powerful part in strengthening the American economy.”

In total, this year’s **Business Facilities LiveXchange** delegates’ expansion, relocation, and consolidation projects represented the potential to create more than 6,100 new jobs, and capital investments of \$438 million. Delegates—corporate executives who are searching for locations for their projects—represented the paper, plastic, alternative energy, biotechnology, aerospace, automotive, manufacturing, transportation, call center, healthcare, and other industries.

“The success of this year’s event just goes to show that businesses are continuing to launch projects even in this difficult economic climate, and they are looking to **Business Facilities** and **LiveXchange** to help them make the best location choices,” added Coene.

Business Facilities LiveXchange is different from typical tradeshow because sponsors don’t just hope for qualified prospects to stop by their booths: they are guaranteed to meet with them during the one-on-one meetings that are the hallmark of LiveXchange events. Prescheduled meetings took place between delegates and sponsors, who represent economic development organizations from across North America. Prior to the event, personal schedules were created for all participants through Group C-link, a Web-based application designed to match delegates and sponsors who have a mutual interest in one another.

In addition to the one-on-one meetings, delegates were able to attend a world-class conference program. Experts in the fields of site selection and economic development presented workshops, seminars, and

think tanks on topics such as globalization, incentives, alternative energy, relocating employees, and more. Networking opportunities included meals, as well as a tour of the Edison & Ford Winter Estates and a round of golf at the Crown Colony Country Club.

This year's **Business Facilities LiveXchange** event garnered positive reviews from sponsors and delegates alike.

"The LiveXchange conference provides a wealth of knowledge, access to the best representatives, and industry professionals in a manner that is effective and efficient," commented delegate Sung Moon, representing Kamas. "I applaud the organizers and sponsors for making this such a valuable tool in my decision making process."

"As a plastics company that's looking at three or four new locations in 2010-2011, I've been able to see everybody that I'd like to meet here at this event, and it saves me a lot of time," said David B. Munson, representing Palm Plastics, Ltd. "I'm going to visit communities already knowing the economic development team and that's a great advantage. I don't know how you could have a more power-packed or more successful event. I can honestly say that this is the very best event I have ever attended."

"This is my first time at the event, and it's been fabulous," said sponsor Jo Feldmann, Assistant Vice President of Business Development for the Greater Topeka Chamber of Commerce. "It gives us just exactly what we're after, which is connecting to those businesses that are looking for opportunities to expand."

"This is probably one of the most unique business networking opportunities that I've ever had a chance to be part of," said sponsor Donald Jakeway, President & CEO of Brooks Development Authority, Texas.

ABOUT BUSINESS FACILITIES LIVEXCHANGE

Business Facilities LiveXchange gives corporate executives (delegates) who are searching for locations in which to relocate, expand, or consolidate their facilities an opportunity to learn about the issues that impact site selection, network with other executives, and meet with economic development organizations (sponsors) from across North America. Looking ahead, LiveXchange will take place November 7-9, 2010 at the Hotel Monteleone in New Orleans' French Quarter.

The invitation-only event—which includes a world-class conference program, deluxe accommodations, meals, airfare, and ground transportation—is designed for senior-level corporate executives with the most demanding schedules. Endorsed by *Business Facilities* magazine, LiveXchange provides an atmosphere that fosters highly productive discussions with economic developers and location consultants.

For more information, call 732-842-7433 or visit www.BFLiveXchange.com.

