



**City of
Prince Albert**

Corporate Communication
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News Release

FOR IMMEDIATE RELEASE

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Prince Albert ranked 13th out of 112 cities

As Reported in KPMG's 2010 Competitive Alternatives Study

KPMG released its 2010 Competitive Alternatives Study on March 30, 2010 which ranked Prince Albert 13 out of 112 cities internationally.

“This is another positive news story for Prince Albert”, said Mayor Jim Scarrow. “It comes at a time when we are engaging potential clients for our Green Energy Industrial Park”.

Prince Albert was categorized as a sponsor city to be benchmarked against the featured cities. When looking at the detailed comparison report, Prince Albert was compared to 9 cities in the Prairie Provinces. Prince Albert ranked 1st with respect to labour costs and was ranked 4th with respect to transportation costs. With all operating costs considered, Prince Albert was given an overall index of 93.3% which was third lowest, just behind Moose Jaw at 93.1% and Regina at 93.2%. When compared to all 17 sponsored cities in Canada, Prince Albert's overall index of 93.3% was ranked 7th.

The 2010 KPMG study was based on information collected in a six-month period ending in mid-2009. Competitive Alternatives 2010 measures the combined impact of 26 significant business cost components that are most likely to vary by location. The study also compares data on a variety of non-cost competitiveness factors. The study examines 17 industry operations in 10 countries including Australia, Canada, France, Germany, Italy, Japan, Mexico, the Netherlands, the United Kingdom and the United States.

According to KPMG, the 2010 study is the most thorough comparison of international business locations ever undertaken and contains valuable information for any company locating international business operations.

For more information, or to view the complete study, please visit the Competitive Alternatives website at www.competitivealternatives.com.

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For more information go to www.citypa.ca or contact:

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