

EDMONTON. INVESTING IN A WESTERN STANDOUT.

Edmonton has the lowest overall business costs among medium and large locations in North America's Midwest region – providing exceptional value to your investment. This impressive result comes from *Competitive Alternatives: KPMG's Guide to International Business Costs, 2006 edition*. The comprehensive study of location-sensitive costs compares 128 cities in North America, Europe and Asia-Pacific, using the U.S. average as the study benchmark. Long known as the epicentre for the country's oil and gas industry, Edmonton has an overall cost advantage of approximately 5 to 8 percentage points over comparable U.S. cities. But the real winners are the city's businesses that have the region's lowest business costs in seven of the 17 sectors surveyed by KPMG.



LEADING THE PACK

In the North American Midwest region, Edmonton earns No. 1 low-cost rankings in seven sectors, including agri-food, automotive, medical devices, metal components, plastics, software design, and Web and multimedia. Building on this strong regional showing, the city also is the number two low-cost location in chemicals, electronics, pharmaceuticals, telecommunications, biotechnology and corporate service centres.

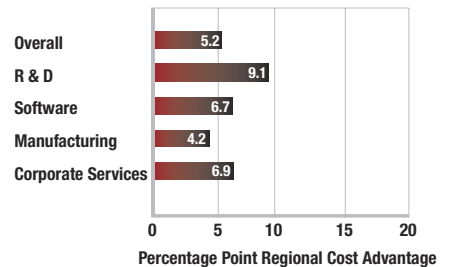
MAXIMIZING COST ADVANTAGES

The KPMG study confirms Edmonton's substantial cost advantages over U.S. cities. Edmonton has strong cost advantages over all U.S. business locations in the region. For example, the city has a nearly 10 percentage point cost advantage over Houston, and a decisive 10.5 percentage point cost advantage over Minneapolis—further supporting a strong business case for investing in Canada.



That's just the start. Edmonton has across-the-board regional cost advantages in each sectoral category analyzed by KPMG as proven in the graph below:

EDMONTON'S REGIONAL COST ADVANTAGES



Source: *Competitive Alternatives: KPMG's Guide to International Business Costs, 2006 edition*.

The cost advantage is clear. The choice is yours. Investing in Canada simply makes a whole lot of business sense. To find out more about investment opportunities in Canada, visit www.investincanada.gc.ca.

EDMONTON QUICK FACTS

- Province:** Alberta
- Population:** 1,016,000 (2005)
- Traditional Industries:** Engineering and environmental technologies, equipment manufacturing and petrochemicals.
- Emerging Industries:** Agri-food, biotechnology, and nanotechnology.