

News Release

September 6, 2006

Redesigned AlbertaFirst.com Website Offers Enhanced Functionality

Edmonton, Alberta – AlbertaFirst.com Ltd. is pleased to announce the launch of a redesigned website updated in response to feedback from users and an extensive usability study. The site features a new look with updated graphics and improved functionality.

Visitors will find the site easier to navigate with the most commonly accessed information brought forward to the home page. This includes a comprehensive business directory, Alberta community profiles and listings of Alberta businesses and commercial properties for sale.

Faster business registration

A significant change is the self-registration tool for businesses. This tool allows businesses to submit or edit their business information, free of charge, for inclusion in the online business directory. The new online tool has been streamlined to a three-step wizard process providing for faster and easier completion.

Upgraded community profiles

The extensive Alberta community profiles are now viewable in sections, with the aid of a navigation bar. This alleviates the need to scroll through large amounts of data to get to the section you are interested in viewing. The profiles can still be viewed or printed as a complete document.

New functionality

Additions to the website include a search engine enabling users to search the website contents, as well as a currency converter.

More visitors using the site as a valuable resource

AlbertaFirst has experienced a 50% increase in visitors to the website compared to last year at this time. With the booming Alberta economy, more people than ever are looking to www.albertafirst.com for information on Alberta communities, properties and businesses.

The organization

AlbertaFirst.Com Ltd. is a provincial, municipal and industry partnership created to provide valuable information to businesses and individuals interested in starting or expanding a business, or locating to Alberta. A registered, not-for-profit company, AlbertaFirst is funded through membership revenues from 195 municipalities, grant monies from Alberta Economic Development and project funding from federal sources. Visitors to the www.albertafirst.com website can access information that includes:

- Province-wide, online searchable business directory of more than 140,000 businesses
- Community profiles of Alberta communities including key statistics, quality of life and economic information
- Real estate listings (through a partnership with the Alberta Real Estate Association) of Alberta industrial, commercial and municipal properties and businesses
- Information on major Alberta projects that have been announced or are under construction
- Business start up and reference information

Traffic to the AlbertaFirst.com website is growing steadily, with an average of 20,000 visitors per week using AlbertaFirst as their one-stop economic information resource.

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