

PRESS RELEASE: Expansion Management Magazine Publishes its 6th Annual QUALITY OF LIFE QUOTIENT™

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CLEVELAND, OH — May 1, 2004 — If you owned a mid-sized (100-500 employees) company that is growing rapidly, and you needed to find the best place to locate a new manufacturing or distribution facility, or perhaps a back office operation, why would you care about something like quality of life? After all, with the possible exception of transferring a few key employees, most of your future employees will be hired from your new location anyway. The reason you would care is that each of your new employees will want to be able to tap into the American Dream, and the cost to you as an employer will vary from metro to metro.

“True quality of life is about employees being able to afford to tap into the American Dream,” said Bill King, editor of Expansion Management, a monthly magazine for executives of companies that are actively looking for the best location to expand or relocate their facilities within the next one to three years. “It’s about being able to afford to own a home, to be able to send your children to good schools, to feel safe from crime, to live in a place with a reasonable cost of living. This study highlights those metros where that quality of life is available at the most reasonable cost.”

A significant part of the American Dream involves home ownership, or at least the ability to afford to live in a decent house or apartment. Just as important are good public schools, as well as the ability of families and individuals to meet their financial needs and desires. Median family income, per capita income and per capita disposable income levels were combined with cost of living adjustments, state and local tax burdens, family and individual poverty levels, and unemployment rates. In all, a total of 331 MSAs were compared according to nearly 50 statistical criteria and came up with a ranking that most middle-class people can identify with.

“Quality of life is available at just about any place in the United States,” said Bill King, editor of Expansion Management magazine. “The only question is how much it will cost to an individual to tap into it. That’s an important issue for employers, because it translates into how much an employer will have to pay to obtain and retain quality employees.”

Expansion Management recently, which is mailed monthly to more than 45,000 CEOs, vice presidents, directors and other executives of companies that have indicated they are considering expanding into new geographic areas, published its 6th annual “Quality of Life Quotient™” ratings of the 331 metropolitan statistical areas (MSA) throughout the United States in its May 2004 issue. The magazine rates metro areas as a way of providing its readers with a basis for comparing the type of living and working environment they are likely to encounter in various communities around the country. The Top 50 MSAs earned the coveted “Five Star” distinction, while the next 60 (representing the top 33 percent of MSAs) received a “Four Star” distinction.

For a copy of the Quality of Life Quotient 2004 article, go to Expansion Management’s Web site at www.ExpansionManagement.com and look under RESEARCH STUDIES.

Expansion Management is a monthly magazine published by Penton Media (www.penton.com), a diversified business-to-business media company that provides high-quality content and integrated marketing solutions to the following industries: aviation; design/engineering; electronics; food/retail; government/compliance; business technology/enterprise IT; leisure/hospitality; manufacturing; mechanical systems/construction; health/nutrition and natural and organic products; and supply chain. Founded in 1892, Penton produces market-focused magazines, trade shows, conferences and online media, and provides a broad range of custom media and direct marketing solutions for business-to-business customers worldwide.

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| Five-Star QOL Communities: | Grand Forks, N.D.-Minn. | State College, Pa. | Danbury, Conn. | Raleigh-Durham-Chapel Hill, N.C. |
| Albany-Schenectady-Troy, N.Y. | Grand Rapids-Muskegon-Holland, Mich. | Syracuse, N.Y. | Davenport-Moline-Rock Island, Iowa-Ill. | Reading, Pa. |
| Allentown-Bethlehem-Easton, Pa. | Hamilton-Middletown, Ohio | Tallahassee, Fla. | Decatur, Ill. | Richmond-Petersburg, Va. |
| Billings, Mont. | Harrisburg-Lebanon-Carlisle, Pa. | Topeka, Kan. | Eau Claire, Wis. | Rochester, N.Y. |
| Bismarck, N.D. | Indianapolis, Ind. | Washington, D.C.-Md.-Va.-W.Va. | Evansville-Henderson, Ind.-Ky. | Saginaw-Bay City-Midland, Mich. |
| Bloomington, Ind. | Iowa City, Iowa | Waterloo-Cedar Falls, Iowa | Fort Wayne, Ind. | Seattle-Bellevue-Everett, Wash. |
| Bloomington-Normal, Ill. | Kansas City, Mo.-Kan. | Four-Star QOL Communities: | Fort Worth-Arlington, Texas | Sheboygan, Wis. |
| Boise City, Idaho | Lafayette, Ind. | Abilene, Texas | Great Falls, Mont. | Sioux City, Iowa-Neb. |
| Casper, Wyo. | Lansing-East Lansing, Mich. | Akron, Ohio | Hartford, Conn. | Springfield, Ill. |
| Cedar Rapids, Iowa | Lawrence, Kan. | Amarillo, Texas | Huntsville, Ala. | St. Cloud, Minn. |
| Champaign-Urbana, Ill. | Lexington, Ky. | Anchorage, Alaska | Knoxville, Tenn-La Crosse, Wis.-Minn. | St. Louis, Mo.-Ill. |
| Charlottesville, Va. | Lincoln, Neb. | Ann Arbor, Mich. | Lancaster, Pa. | Stamford-Norwalk, Conn. |
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| | Springfield, Mo. | | Portland, Maine | |