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July 8, 2012

Economic Development Board Recognized As Best in Class for Marketing of Palm Beach County

West Palm Beach, FL – The Florida Economic Development Council, Inc. (FEDC), the state's industry trade organization, presented the Business Development Board of Palm Beach County (BDB) with a first place award in promotional and marketing innovation at its 2013 annual conference held June 26 through June 28 in Orlando.

Out of all entries from counties throughout Florida, the BDB received the first place award in the External Publication category for its 'Shine' brochure - a sophisticated marketing piece designed to help CEOs and site selectors visualize Palm Beach County as a premier place to do business while enjoying a world-class lifestyle.

FEDC's annual awards serve to emphasize outstanding marketing strategies and encourage the development of more effective marketing tools. Judging criteria included creativity, impact, quality, originality, and substance.

"We are extremely proud to be recognized for the way we market Palm Beach County to businesses. The BDB was able to compete statewide and win this award due to the partnership with the Palm Beach County Board of County Commissioners and the private sector," stated Kelly Smallridge, president and CEO of the BDB. "We put a tremendous amount of thought and creativity behind the concepts of selling Palm Beach County to new and expanding businesses looking to create jobs.."

About the Florida Economic Development Council: The Florida Economic Development Council is dedicated to providing leadership and vision to advance economic development professionals and economic development throughout the state of Florida as a whole. More information is available at <http://www.FEDC.net>

About the BDB: The Business Development Board of Palm Beach County is the official public/private economic development organization for Palm Beach County and Enterprise Florida. Founded in 1982 as a not-for-profit corporation, its primary purpose is to attract and retain new industry, business investment, high quality jobs and workforce development through corporate relocations, expansions and international trade. During the past five years, the BDB has assisted companies that have created more than 9,000 direct jobs with average salaries greater than \$57,000, resulting in more than \$493 million in capital investment to Palm Beach County and an economic impact that exceeds \$3.47 billion. Additional information can be found at the BDB's Web site, BDB.org.

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