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**SAN JOSE SELECTS GLOBALFLUENCY
TO HELP RAISE CITY'S PROFILE**

*The Capital of Silicon Valley to leverage global competency
of communications firm to promote the San Jose brand*

SAN JOSE, CA, January 22 , 2007 – San Jose, CA, the 10th largest city in the United States and the capital of Silicon Valley, has announced the selection of GlobalFluency to promote the importance and prominence of San Jose and its stature within Silicon Valley-on the global economic and cultural stage.

San Jose is rapidly transforming itself into the urban center for Silicon Valley. Poised at the crossroads of innovation, entrepreneurship and cultures, San Jose is home to over 4,500 high technology companies, employs over 182,000 people per year and boasts a multi-cultural cross section that speaks 52 different languages. Already the tenth-largest city in the nation, San Jose is projected to reach an estimated 1.4 million residents by the year 2035. In 2006 alone, nearly \$2 billion dollars was invested in the region through venture capitalists, making San Jose a 21st century land of opportunity.

Already well known for being the heart of the technology-rich region, San Jose is taking an active role in promoting its vibrant and progressive city center, with greater cultural pull, economic clout, and social diversity to attract and promote investment, innovation and new business starts. The city has partnered with organizations such as 1stACT Silicon Valley and Works/San Jose to reinvent its downtown Silicon Valley, where a unique mixture of art and technology intersect in the very area where people live and work, creating a dynamic urban environment.

“It’s no wonder that San Jose’s innovative environment—with its concentration of diversity and great minds—cultivates thriving inventiveness of all kinds,” said Steven Brewster, economic development officer in San Jose’s Office of Economic Development. “However, awareness levels about our City’s key attributes remain limited. In order to sustain a competitive edge on a broad scale and be a top locale for global talent and businesses, we must build and effectively communicate compelling messages and positioning to media and top influencers and decision makers—on regional, national and international levels. Given GlobalFluency’s expertise in this area, we look forward to working with them to make this happen,” Brewster said.

To tell the world about the rich culture of innovation in San Jose, the city has partnered with GlobalFluency, a worldwide marketing and communications services firm, specializing in perception management and integrated marketing services, offering a distinctive combination of capabilities for shaping perceptions, developing and growing markets, expanding customer relationships, and building valued brands. Founded by Silicon Valley-based Neale-May & Partners, GlobalFluency consists of 110 offices in over 50 countries. Together, these firms represent more than \$60 million in billings from scores of clients across all information technology, communications, systems integration, and Internet service sectors.

“The story of San Jose envelops a rich diversity of people, places, opportunity, and technology,” said Donovan Neale-May, President and CEO of GlobalFluency. “This city is the incubator of innovations in the arts, business, government, culture and beyond. We intend to tell investors, talent and businesses that what is home-grown here in San Jose is spread throughout the world, making San Jose a hub world world-wide innovation and invention.”

About the City of San Jose’s Office of Economic Development

The City of San Jose's Office of Economic Development (OED) is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides Art and Cultural resources to our community. For more information, please visit, www.sjeconomy.com.

About the City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley – the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

About GlobalFluency

GlobalFluency is a tightly integrated alliance of "like-minded" independent technology marketing and public relations firms delivering strategic cross-border communications services in the Americas, Europe, Asia-Pacific, Africa and the Middle East. Founded and managed by Silicon Valley-based Neale-May & Partners, GlobalFluency consists of 41 agencies employing over 800 professionals in 120 offices in nearly 70 countries. Together, these firms represent more than \$60 million in billings from scores of clients across all information technology, communications, systems integration, electronics, infrastructure, and Internet service sectors. GlobalFluency specializes in market demand generation, localized multi-channel communications, affinity group management, conversational marketing, global intelligence, and authority leadership programs for international companies. For more information, please visit <http://www.globalfluency.com>.

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