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INTERNATIONAL SUMMIT TO EXAMINE CULTURE AS CATALYST FOR ECONOMIC DEVELOPMENT

***City Of San Jose, 1stACT Silicon Valley And ZeroOne San Jose to host world's international
city and cultural institution leaders at
Global Leadership Forum on Economic and Cultural Development***

SAN JOSE, CALIF.—(August 4, 2006)—The City of San Jose—the “Capital of Silicon Valley” and 10th largest city in America—along with 1stACT Silicon Valley and ZeroOne San Jose today announced that it will host the Global Leadership Forum on Economic and Cultural Development, August 6-8.

The Global Leadership Forum on Economic and Cultural Development will highlight innovative approaches taken by leading cities and regions to integrate economic development, cultural development, and urban design in order to attract and retain creative talent and companies.

Attendees include business, civic and cultural leaders from diverse metropolitan regions in Asia-Pacific, Europe and the Americas will have the opportunity to learn from a global peer group and identify opportunities for possible future collaboration.

Participating city and region delegations include: Basque Region, Spain; Beijing, China; East England, U.K.; Espoo, Finland; Guadalajara, Mexico; Helsinki, Finland; Linz, Austria; Liverpool, U.K.; Melbourne, Australia; Osaka, Japan; San Jose/Silicon Valley, U.S. ; Shanghai, China; Singapore; Toronto, Canada; Wellington, New Zealand; Yokohama, Japan and Zurich, Switzerland.

“Competing on creativity requires new attention to quality-of-life and infrastructure, the context in which creativity is nurtured and take place,” said Kim Walesh, co-chair, of the Forum and assistant director of economic and cultural development, for the City of San Jose’s Office of Economic Development. “The very nature of the community—the kinds of creative outlets and atmosphere it provides—affects the creativity of current employees, and the ability of employers to attract and develop new talent. The issues being discussed by this international group will help and inspire us to think about how we add new vibrancy and dimensions to Silicon Valley’s existing amenities and ambiance in order to compete on creativity.”

The Forum is hosting a Media Availability and Community Interaction Session, 4 p.m., Tuesday August 8, 6th Floor of the 4th Street Summit Center, 88 South 4th Street in Downtown San Jose. Media will be invited to hear brief remarks about the conclusions of the Forum and be introduced to the international participants. Forum participants will be available for interviews about their model projects and for conversation with other invited members of the San Jose/Silicon Valley community.

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, work, play, live and learn. For more information, visit, www.sanjoseca.gov.

About 1stACT Silicon Valley

1stACT Silicon Valley (Arts, Creativity and Technology) is a cross-sector collaborative whose mission is to ensure that the role arts and cultural activities play in building a region of innovation is understood and valued in Silicon Valley. An overarching goal of 1stACT is to see that Silicon Valley is known around the world for its engagement and investment in its arts, creative and cultural infrastructure as a strategy to enhance innovation, livability and economic health. 1stACT directly involves key corporate, community, university and philanthropic leaders in the region, bringing them together to build a strong and diverse network of networks. Through unique collaborations, 1stACT is working to build a livable community that fosters creativity and innovation and provides the region a competitive advantage in attracting creative people. 1stACT's four initiatives include 1) engaging civic and business leaders in the advancement of Silicon Valley's creative infrastructure; 2) developing a portfolio of funding mechanisms for arts and culture in the region; 3) building audience support by highlighting the Valley's rich, multi-cultural identity; and 4) strengthening and positioning San Jose as a creative urban center.

ZeroOne San Jose Festival/ISEA 2006

The Global Leadership Forum for Economic and Cultural Development is being held in conjunction with the renowned International Symposium of Electronic Arts and the inaugural ZeroOne San Jose Festival (August 7-13, 2006). The Symposium will include 3,000+ technologists, academics, and artists from 50 countries who are working with art, science, and emerging technologies. ZeroOne San Jose is a new "global festival of art on the edge" to be held biennially, and is unique in North America. More than 50,000 people are expected to attend a performance, exhibition, lecture, concert or otherwise participate in ZeroOne San Jose. These events will complement Forum themes as well as efforts to explore and expand the benefits of technology, culture and innovation for all participants.

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