

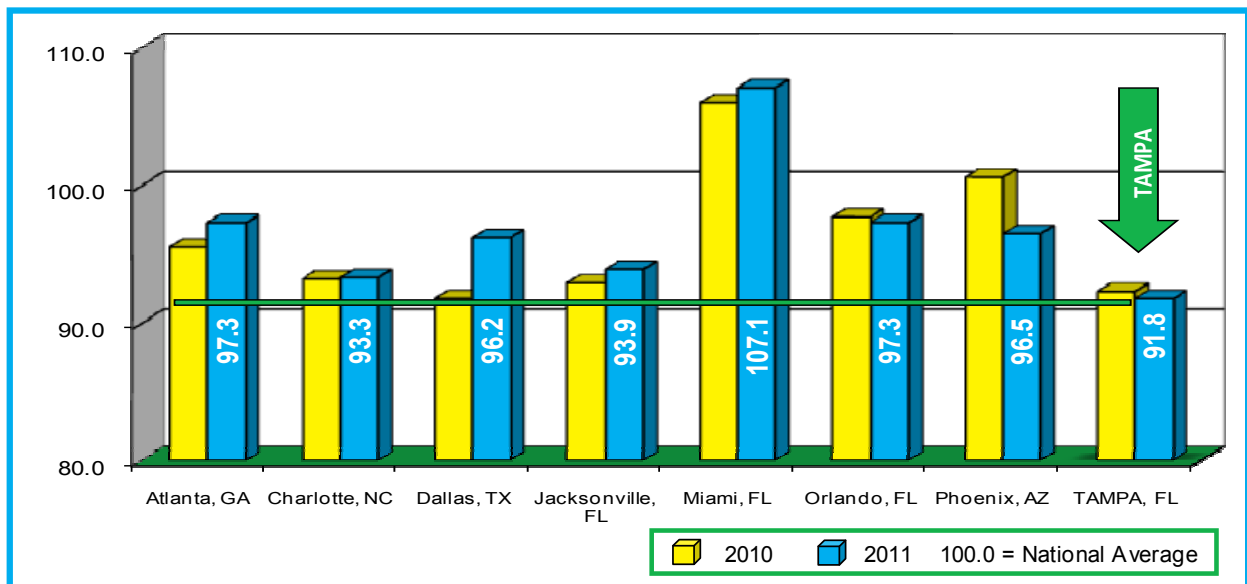


Newly Released Report Affirms Tampa’s Affordability

TAMPA, FL- The Tampa metro area remains an affordable place to live based on the results for the year-end 2011 ACCRA *Cost of Living Index* (COLI). The area’s Composite Index measured 91.8, over 8 percent below the national average of 100.0. Tampa’s COLI has consistently registered below the national average over the last three years.

The composite index is based upon six major categories — housing, utilities, grocery items, transportation, health care, and miscellaneous goods and services. The year-end survey encompassed 314 urban areas. The COLI ranged from a high of 218.8 in New York (Manhattan) to a low of 81.0 in Harlingen, Texas. Tampa Hillsborough Economic Development Corporation collects the pricing data quarterly for the ACCRA study. National results are published by C2ER – The Council for Community and Economic Research (www.C2ER.org).

For the year 2011, Tampa’s Composite Index ranked least expensive among the benchmark metropolitan areas surveyed by the Tampa Hillsborough Economic Development Corporation as displayed in the chart below. Lower housing costs in Tampa were a significant factor in 2011 – Tampa’s housing index registered 78.7 for this period, over 21 percent below the national average.



About Tampa Hillsborough Economic Development Corporation

The Tampa Hillsborough EDC is officially recognized by Enterprise Florida as Hillsborough County’s primary business recruitment and retention economic development team in partnership with Hillsborough County and the cities of Tampa, Plant City, Temple Terrace and private investors. Its primary mission is to create jobs that pay above average wages and to broaden the tax base by generating new, sustainable capital investment.