

FOR IMMEDIATE RELEASE

Contact: Philip Cynar
Pittsburgh Regional Alliance
(412) 281-4783, Ext. 4573
pcynar@alleghenyconference.org

**Business Development Mission to Promote Pittsburgh Region to
Swedish Business Influencers**

High Technology and NHL Hockey are among the Regional Assets to be Showcased

(PITTSBURGH – September 30, 2008) Pittsburgh. It's what hockey, high technology, research and development, and, yes, Sweden have in common.

Capitalizing on a relationship with world-leading telecommunications equipment provider Ericsson and the prestige of the Pittsburgh Penguins, key representatives from the Pittsburgh Regional Alliance and the region's business community will travel to Sweden, October 1 – 5, 2008, to promote Pittsburgh as a center for innovation, transformation and global connections. This business development opportunity is made possible by a regional marketing grant from the Pennsylvania Department of Community and Economic Development.

All of this happens against the backdrop of the Pittsburgh Penguins playing their 2008-2009 season opening games in Stockholm—which marks the first time the Penguins, or any NHL team, has played a season opener in Sweden.

“The arrival of the NHL Pittsburgh Penguins in Stockholm launches another incredible opportunity to introduce the assets of the Pittsburgh region to a global audience,” said Allegheny Conference on Community Development CEO Michael Langley. “Among these are Pittsburgh's rank as a high-tech stronghold, its ingenuity and innovation and its purpose to work hard and play to win—epitomized by our Stanley Cup Finalist Penguins. We welcome the prospect to showcase Pittsburgh in Sweden and to connect the region with additional international communities and partners as part of our global marketing initiatives.”

A series of roundtable meetings are planned to introduce the assets of the Pittsburgh region to interested members of Swedish industry, government, and trade on topics including telecommunications, mobile broadband applications and the future of internet protocol television (IPTV), along with life sciences and biotech initiatives.

Sweden-based telecommunications trailblazer Ericsson has benefited from a three-year relationship with southwestern Pennsylvania, an R&D hub, where high-tech expertise is tied to world-renowned universities, such as Carnegie Mellon, that call Pittsburgh home. Ericsson will host a number of meetings at its world headquarters in Stockholm, lead a tour of the Ericsson Experience Center and create the opportunity for introductions and networking with local leaders and executives in Sweden.

With participation from leading institutions such as Carnegie Mellon University and Pittsburgh Life Sciences Greenhouse, the region will have a prime opportunity to share success stories and to detail why Pittsburgh is a compelling place to operate a high-technology business.

- MORE -

High Tech and Hockey Headline Business Development Mission to Sweden

Page 2

Like the Pittsburgh region, Sweden is at the forefront of high technology and research and development in key industries such as information and communications technology, engineering, biotech and life sciences.

And then there's hockey and the Penguins. "Hockey fans in Sweden love the game and follow the NHL from afar, so we are thrilled that the Pittsburgh Penguins will open the 2008-09 season in Stockholm with back-to-back games against the Ottawa Senators on October 4 and 5 at the Globe Arena," said Ken Sawyer, CEO of the Penguins. "This is a real opportunity to build NHL interest among hockey fans abroad."

The hockey games, according to PRA President Dewitt Peart, will create additional opportunities for business decision makers from Sweden and Pittsburgh to meet and explore Pittsburgh's high-tech advantages. "The NHL games, the meetings, our business allies—they all come together to underscore common ground and to characterize Pittsburgh, a city and a region with many world-class assets, as an ideal destination for Swedish companies wanting to establish or expand North American operations," said Peart.

"Pittsburgh's own Stanley Cup finalist Penguins depend on communications technology—a regional strength—to stay in touch with fans all over the world. This is just one more testimonial pointing to why the Pittsburgh region is a perfect place to live, work and play," said Peart.

###

The Pittsburgh Regional Alliance, an affiliate of the Allegheny Conference on Community Development, markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding. For more information, visit www.pittsburghregion.org.

The Allegheny Conference on Community Development and Affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Southwestern Pennsylvania and the Pittsburgh Regional Alliance – work in collaboration with public and private sector partners to stimulate economic growth and improve the quality of life in southwestern Pennsylvania. For more information, visit www.alleghenyconference.org.

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices. Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.