

FAST COMPANY MAGAZINE ANNOUNCES 2007 FAST CITIES LIST

PHILADELPHIA CITED FOR BEING ON THE VERGE OF BECOMING AN URBAN INNOVATOR

NEW YORK, JULY 2, 2007 – *Fast Company* magazine today named Philadelphia, PA a city “On the Verge” of becoming an “Urban Innovator” in its annual Fast Cities list.

“Fast Cities are considered to be worldwide centers of creativity where the most important ideas and organizations of the future are located, said *Fast Company* Editor and Managing Director Bob Safian. “Our editors scoured the globe in search of places that best embody economic innovation and opportunity. These cities attract the best and brightest and are great places to work and live.”

2007 FAST CITIES “URBAN INNOVATORS”

Curitiba, Brazil

Population: 2.9 million

Leading indicator: 45% of residents use extensive bus system

Fast company: América Latina Logística

What makes it “Fast”: In the 1960s, Curitiba held a contest to address its rapid growth. The winning plan proposed expansion along easily accessible public-transit corridors—and Jaime Lerner, who helped execute the vision, eventually became mayor. Today, urban planners praise (and, as in L.A., mimic) his system. And the city uses 23% less fuel per capita than the rest of Brazil, says the UN.

Salt Lake City, Utah

Population: 1.1 million

Leading indicator: Youngest urban citizenry in the United States

Fast company: Alzheimer’s drugmaker Myriad Genetics

What makes it “Fast”: Mayor Rocky Anderson, a liberal anomaly in Utah, is radically redesigning Salt Lake City’s downtown. He envisions more green space and the return of City Creek, which now flows under the streets. The goal: a more open, human feel that attracts newcomers—among them traffic-weary Californians—to the city center.

Tallinn, Estonia

Population: 399,000

Leading indicator: 58% of residents use the Internet, with the cheapest connection rates in Europe

Fast companies: MicroLink; Skype; Delfi

What makes it “Fast”: The capital of E-Stonia, as it’s known, is the most connected city in Europe. There are no Internet cafés, because wireless service is everywhere and mostly free. (Universal Net access is actually guaranteed by Parliament.) Wi-Fi is free on commuter trains, and drivers pay parking fees by text message. Cyberattacks may happen, but the place radiates a switched-on vibe—an ease with and saturation of technology, and an abundance of youth.

ON THE VERGE: Philadelphia, PA

The July/August issue of *Fast Company* (on newsstands July 3 – August 24) presents these Fast Cities in nine categories from Creative-Class Meccas, R&D Clusters, and Urban Innovators to Green Leaders, Unexpected Oases, and Startup Hubs. The magazine also discovered 20 locales on the verge of “Fast City” status, plus 5 Slow Cities and 5 too fast for their own good. A complete list of this year’s Fast Cities, summary of their leading indicators, and the fast companies headquartered there, is available online at www.FastCompany.com/cities.

Fast Cities were selected based on three basic criteria. The first is opportunity or a culture that nurtures creative action and game-changing enterprise. Indicators include a high number of patents or growth in the high-tech sector. The second component is innovation. Fast Cities have governments that invest in physical, cultural and intellectual infrastructure that will sustain growth. Finally, they have energy and are environments where fresh thinking stimulates action and attracts new talent. Indicators include the obscure, such as the number of ethnic restaurants or the ratio of live-music lovers to cable-TV subscribers.

To find the cities *Fast Company* started with data from Carnegie Mellon assistant professor Kevin Stolarick, the numbers guru behind Richard Florida’s *The Rise of the Creative Class*, which helped define what makes great cities tick. The magazine also relied on CEOs for Cities’ CityVitals survey, authored by Joseph Cortright of Portland-based Imprensa Inc.; sustainability data from SustainLane; and insights from the Institute for the Future in Palo Alto.

Disagree with *Fast Company*’s choices for Fast Cities? Readers have the opportunity to vote for the places that they think are shaping our future or nominate their own city by visiting www.fastcompany.com/cities.

About FAST COMPANY Magazine

Award-winning *FAST COMPANY* magazine covers the ideas, trends and visionaries that are sparking change and creating the future of business. Now in its 11th year, *FAST COMPANY* is owned by Mansueto Ventures LLC. Visit <http://www.fastcompany.com>.

A *Fast Company* Editor is available to discuss the winners, what makes them Fast Cities and how they are shaping our future.

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