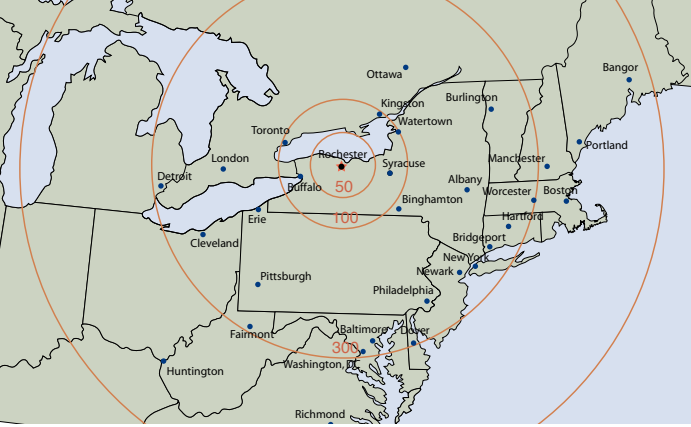




Welcome

to the Greater Rochester, NY Region





WELCOME TO THE GREATER ROCHESTER, NY REGION

Located on the shores of Lake Ontario in Upstate New York, Rochester is the state's third largest city and is central to a region that includes some of the most beautiful, productive and valuable countryside in the Northeast United States. We're conveniently located within 500 miles of one-third of the U.S. and Canadian populations. This puts you close to major markets, without major market costs.

With a long history of innovation, we're justifiably proud of our region, for both the size and quality of our workforce, as well as the quality work they perform. The Greater Rochester, NY Region has one of the highest Intellectual Density Quotient (IDQ) rankings in the country. We outperform well-known high-tech regions that are up to five times our size, in terms of patents per worker, percent of population enrolled in college and number of workers trained to excel in our knowledge-based economy. This IDQ is an indication of our region's potential for productivity and sustainable economic health.

The innovations we've brought to the world include the easy-to-use camera, the copy machine, the lenses used in the Mars Rover, the power module for the Chevy Equinox fuel cell cars and even apple juice.



THE GREATER ROCHESTER, NY REGION TRULY IS WHERE
SMART PEOPLE LIVE AND SMART BUSINESSES GROW.

MAJOR INDUSTRIES

FOOD AND BEVERAGE MANUFACTURING

This region has the natural resources that premier companies need, such as rich, fertile land and access to seven percent of the world's fresh water. Our wealth of resources is why we are home to more than 100 food and beverage companies, including Constellation Brands, the largest wine company in the world, producing nearly 9 million cases of wine in New York each year, as well as Wegmans Food Markets, consistently ranked by *Fortune* as one of the best companies to work for in America. Other leading companies include LiDestri Foods, Barilla, Kraft, Alpina Foods, and Muller Quaker Dairy, a joint venture of PepsiCo and Theo Müller.

With so many companies here, it's no wonder *Business Facilities* named Rochester's Genesee County Region the third best food processing region in the country.



LIFE SCIENCES

Nanomaterials, photonics, medical imaging and quantitative analytics are some of the core technologies that are driving the growth of the life sciences industry in the Greater Rochester Region. These technologies have been integrated into a variety of products such as diagnostic instruments, noninvasive medical imaging systems and prescription contact lenses for local companies such as Carestream Health, CooperVision and Johnson & Johnson's Ortho-Clinical Diagnostics.

With more than 70 life sciences companies and extensive research and development resources, such as the University of Rochester Medical Center and the University of Rochester Clinical and Translational Sciences Institute, discoveries can be readily advanced from the lab into new treatments and cures.



OPTICS, IMAGING AND PHOTONICS

As the birthplace of Eastman Kodak Company, Xerox Corporation and Bausch & Lomb, this region's optics, imaging and photonics history is unparalleled. Today, Rochester is home to more than 50 companies focused on optics and imaging—forward-looking companies that capitalize on our area's educated workforce and world-class industry expertise. In fact, approximately half of all degrees (baccalaureate to Ph.D.) awarded in optics in the U.S. are conferred by the University of Rochester's Institute of Optics.

Rochester's optics, imaging and photonics industry is diverse, including remote-sensing companies such as ITT Exelis, sophisticated optical subsystem and component manufacturers such as Corning Tropol, Rochester Precision Optics and CVI -Melles-Griot, and innovative start-up ventures such as Lumetrics. Rochester-based optics companies also produce critical enabling optics technology for the 3-D movie projection industry.



We have world-class research laboratories and facilities, including the Institute of Optics and Laboratory for Laser Energetics at the University of Rochester, as well as the Chester F. Carlson Center for Imaging Science and Photonics Research Laboratory at the Rochester Institute of Technology.

ENERGY INNOVATION

The Greater Rochester, NY Region is a world-renowned innovation community and is uniquely poised to be a leading energy innovation center. We have material, precision and advanced manufacturing expertise, a skilled workforce adept at managing complex electro-mechanical and chemical products, as well as university research and development already underway to find smarter energy solutions.

Both General Motors and Delphi have fuel cell research and development centers here. Rochester is also emerging as a top location for wind energy supply chain component manufacturing, led by companies such as Gleason Corporation, a global leader in gear manufacturing.

Rochester is a world leader in thin film polymer technology, necessary for the production of next generation solar cells. Cutting-edge solar research is taking place at both the University of Rochester and the Rochester Institute of Technology's NanoPower Research Laboratories.

Sustainability is a major focus for Rochester companies. Rochester Institute of Technology's Golisano Institute for Sustainability offers educational programs and research related to sustainable product design, life-cycle engineering, clean production, renewable energy systems, remanufacturing and pollution prevention.



BUSINESS SERVICES

The Greater Rochester Region has an array of advanced business services companies dedicated to meeting critical administrative needs such as customer support, document management, payroll services and processing services. Our talented workforce handles complex business processes and customer service applications for companies such as Verizon Wireless, The Sutherland Group, JP Morgan Chase and Paychex. These companies find the experienced workforce they need in our region at competitive wages, while enjoying the added benefits of high employee retention.

Adecco, a premier employment and temporary-placement company that is in the business of evaluating talent, chose to create a regional shared services center in Rochester because they recognized the caliber of our local workforce.



SOFTWARE AND INFORMATICS

Software companies represent a large sector of entrepreneurial start-ups in the Greater Rochester Region over the last ten-year period. A rich talent pool of well-trained Rochester Institute of Technology software developers provides highly-skilled labor for local companies.

Our region's software industry supports development of solutions that enable device management, more productive management of health information and expense optimization software for telecommunication applications. A number of companies, such as Pictometry International, iCardiac Technologies and Virtualscopics, have leveraged the Greater Rochester Region's strengths in imaging, quantitative analysis and predictive diagnostics to deliver a suite of specialized software applications and services.



EDUCATION AND WORKFORCE

The Greater Rochester, NY Region is home to 18 exceptional colleges and universities with more than 90,000 students and 18,201 graduates per year.

In addition to the high quality of education, the local workforce is highly-skilled and productive. More than 88% have a high school degree (or equivalent) and more than 59% have some college education. Employers rate local workers high when it comes to work ethic, punctuality and productivity, compared to other company locations.

Newsweek and *U.S. News and World Report* consistently rank many of Rochester's public high schools among the best in the nation. And Rochester is recognized as one of the top 10 smartest cities based on the education attainment levels of our workforce, as well as our intellectual environment. It underscores the fact that a highly-skilled and educated workforce is a key to long-term economic success.



POPULATION:
1,217,193¹

TOTAL WORKFORCE:
611,400²

GREATER ROCHESTER, NY REGION'S NINE COUNTIES:

Genesee
Livingston
Monroe
Ontario
Orleans

Seneca
Wayne
Wyoming
Yates

1. Population source: U.S. Census: 2010 American Community survey
2. Workforce source: NYS Department of Labor, 2010 annual average for workforce

QUALITY OF LIFE

The stability of the Greater Rochester Region has become an attractive feature for companies. Our community has a real competitive advantage when it comes to quality labor that is highly-productive, as well as world-class real estate rates below the national average.

Forbes named Rochester the 3rd Best Place to Raise A Family, based on the cost of living, short commutes and affordable housing available in our community. *Forbes* also recognized Rochester as the 4th Most Affordable City, due in part to our diversified economy and history of sustained low cost of living.

The median home sales price is consistently more affordable than the national average and is affordable for our region's median income.

In addition to a beautiful, varied landscape and an abundance of cultural and recreational activities, Rochester is one of the least congested cities in the U.S., with an average commute of just 20.3 minutes. This saves companies time and money, while boosting productivity.





CULTURAL AND RECREATIONAL HIGHLIGHTS

One of the 10 best golf cities in the U.S.

Ski resorts within a one hour drive

Sailing and fishing on Lake Ontario and the Finger Lakes

Many internationally renowned museums, including the Strong National Museum of Play and George Eastman House International Museum of Photography and Film

Home to Rochester Philharmonic Orchestra and the Eastman Theatre

Visit more than 100 wineries throughout the Finger Lakes Region

THE GREATER ROCHESTER, NY REGION IS HOME TO MANY MAJOR CORPORATE BRANDS.



100 Chestnut Street • One HSBC Plaza • Suite 1910 • Rochester, NY 14604
Phone: 877-805-1770 • Fax: 585-546-8477 • info@RochesterBiz.com

www.RochesterBiz.com