



MEDIA RELEASE

To: Ames Media
From: Ames Chamber of Commerce
Date: June 25, 2010
Re: Ames ranks in top 10 markets for bank data-security facilities

Ames locked in as one of the best places for bank data-security

Ames, IA – For one of the best places to locate a data-security office, look no further than home sweet Ames.

The Boyd Co., a national consulting firm based out of Princeton, NJ, has ranked Ames as the seventh best place for banks to base cyber-security operations. The firm that is hired to advise major banks throughout the country placed Ames above Tulsa (OK), Des Moines, and Charlotte (NC).

John Boyd Jr., a principal with the firm, believes bank data-security jobs will be the fastest-growing high-paying job sector in the financial industry over the next decade. Increases in both identity theft and industry regulations are growing the need for banks to bolster their cyber-security operations. Jobs in the industry pay on average more than \$70,000 annually.

Cities were chosen by Boyd were compared based on factors including available workforce, operational costs, and accessibility. Several Midwest states made the list based on their central locations that are not only less prone to natural disasters, but also can provide flights to either coast in minimal time. Ames' connection to and relationship with Iowa State University also propelled the community further up the list.

The ranking is a welcome recognition, but not necessarily a surprise. Dan Culhane, President and CEO of the Ames Chamber of Commerce notes that the general data center industry has been looking at Ames for a long time because of the many amenities and resources available.

“This is a fantastic acknowledgement for Ames, especially in light of the other communities on the list. We live in a time where bank data-security is of utmost importance, so it’s reassuring to know Ames competes among the best,” said Culhane.

Besides Des Moines, the only other Iowa community to make the top ten list was Council Bluffs, just beating out Ames at sixth place.

THE MOST AFFORDABLE CITIES FOR DATA SECURITY FOR BANKS:

- | | |
|----------------------|-------------------------|
| 1. Sioux Falls, S.D. | 6. Council Bluffs, Iowa |
| 2. Huntsville, Ala. | 7. Ames, Iowa |
| 3. Bloomington, Ind. | 8. Tulsa, Okla. |
| 4. Winston-Salem | 9. Des Moines, Iowa |
| 5. Rolla, Mo. | 10. Charlotte, N.C. |

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