

**LAURA MILLER
MAYOR**



CITY OF DALLAS

MEDIA ADVISORY

**For Immediate Release:
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**Contact: Crayton W. Webb
(214) 670-4054**

FORTUNE MAGAZINE FEATURES DALLAS

The most recent issue of Fortune Magazine, due out on news stands this coming Monday, January 17, 2005, includes an 11-page special section featuring Dallas, Texas.

The advertising feature, "Dallas Means Business," highlights the economic development efforts in Dallas and showcases the Trinity River Project, the revitalization of downtown Dallas and an interview with Mayor Laura Miller. "The city has a sparkling new look these days, and businesses from far and near like what they see," proclaims the magazine.

The special section was paid for exclusively by advertisers in the Dallas/Fort Worth Metroplex.

The section appears in Fortune's annual "Top 100 Best Companies to Work For" issue. According to Fortune, approximately 900,000 copies of the magazine will be purchased through subscriptions or news stands and more than one million people are expected to read the issue.

For more information or an advance copy of the magazine, contact Crayton Webb in the Mayor's Office at 214-670-4054.

For comments from Fortune Magazine, contact Tom Lewis at 972-335-6200, or Tory Kindley at 972-387-1574.

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