



Convention & Visitors Bureau

125 S. Market Street. Suite 300

San Jose, CA 95113-2257

Phone: 408.295.9600

Fax: 408.295.3937

Web: www.sanjose.org

News Release

FOR IMMEDIATE RELEASE

CONTACT: Marie Rothhauser, 408.792.4125
mrothhauser@sanjose.org

SAN JOSE, CALIFORNIA, RECOGNIZED AS THE SAFEST BIG CITY IN AMERICA FOR THIRD CONSECUTIVE YEAR

Ranking Further Enhances San José as a Desirable Destination

SAN JOSE, CALIF. – December 10, 2003 – The San José Convention and Visitors Bureau (SJCVB) today announced that of the 30 cities with populations of 500,000 or more, San José, California, has been recognized as the Safest Big City in America. The 10th Annual Safest City award, which was announced in late-November by the Morgan Quitno Press, an independent and private publishing and research company, further enhances San José's image as a desirable destination.

When visiting San José, the 11th largest city in the nation, individual travelers, conventions and tour groups can experience a safe, clean and friendly city environment. The Safest City Award is based on a city's rate for six basic crime categories: murder, rape, robbery, aggravated assault, burglary and motor vehicle theft. All cities of 75,000+ populations that reported crime data to the FBI for the six crime categories were included in the rankings. Final FBI statistics for 2002 were used to determine the rankings.

San José Acknowledged as One of America's Top Fun Cities

Also in recent months, Cranium, Inc., the maker of award-winning board games, acknowledged San José as the third most fun city in America. Cranium's list of Top 50 Places for Fun was based on a survey conducted by Bert Sperling, expert of Money Magazine's "Best Places to Live."

Several factors were taken into consideration when ranking the Top 10 Most Fun Cities, including number of sports teams, restaurants, dance performances, toy stores and the amount of city budget spent on recreation. For more information about the survey, visit http://www.cranium.com/company_info/pressreleases/funcity.htm.

"We are pleased that San José has maintained its position as Safest Big City in America, and that we have also been recognized as one of America's Top Fun Cities," said Dan Fenton, president and CEO of the San José Convention and Visitors Bureau. "Safety is a critical attribute that

San José Recognized As Safest Big City for Three Consecutive Years, December 10, 2003

represents overall quality of life. Among the nation's safest communities, guests of San José can expect an enjoyable visit with plenty of activity and entertainment."

About The San Jose Convention and Visitors Bureau (SJCVB)

The San José Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San José, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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