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BUSINESS LEADERS FOR MICHIGAN CREATES FIRST MICHIGAN AMBASSADOR PROGRAM

Global executives with strong Michigan ties engaged to help turn state around

DETROIT, Mich., December 7, 2011 — Business Leaders for Michigan (BLM), the state's business roundtable, announced today that they were accepting Governor Snyder's call to formalize their outreach to "state alumni" to create a Michigan Ambassadors Program. The Program's objective is to increase the engagement of business executives, those who formerly lived, worked or graduated from school in Michigan and now lead companies or organizations that span the nation and globe. The program expansion is based on the success of a pilot alumni leadership retreat hosted by Business Leaders for Michigan last month in Detroit.

"Business Leaders for Michigan is pleased that the Governor supports our efforts to engage executives who have a strong ties to Michigan to help turn around our state," said Doug Rothwell, President and CEO. "These people have a tremendous passion for Michigan and are in positions where they can help. Our job will be to channel their energy and enthusiasm in ways that accelerate our state's growth."

The Program will include hosting an annual CEO alumni reunion in Michigan, convening alumni "chapter" meetings in cities with substantial numbers of Michigan alumni such as Chicago, and publishing a semi-annual alumni newsletter. Ford Motor Company Executive Chairman William Clay Ford, Jr. will champion the initiative for Business Leaders for Michigan.

"I'm pleased to be able to lead this effort to re-engage leaders around the world who have a passion for Michigan," said Bill Ford. "These people can help share ideas, improve our image and identify growth opportunities that can help our turnaround efforts."

Michigan Ambassadors will be encouraged to consider locating employees or new investment in Michigan, communicating Michigan's progress to their peers worldwide and sharing ideas and insights Business Leaders for Michigan could use to advance job creation and economic growth in Michigan. While modeled on university alumni programs, it is thought to be the only statewide effort of its kind.

About Business Leaders for Michigan:

Business Leaders for Michigan (www.BusinessLeadersforMichigan.com), the state's business roundtable, is dedicated to making Michigan a "Top Ten" state for job, economic and personal income growth. The organization is composed exclusively of the chairpersons, chief executives or most senior executives of Michigan's largest companies and universities, which provide over 320,000 jobs in Michigan, generate over \$1 Trillion in annual revenue and serve over 135,000 students. The organization's work is defined by the Michigan Turnaround Plan, a holistic, fact-based strategy to get Michigan's economy back on track. Visit www.michiganturnaroundplan.com for more information.

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