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PRESS RELEASE – FOR IMMEDIATE RELEASE

Pyxl to Donate \$50,000 Web Design and Development Package to Phoenix Charity

Digital Marketing Firm Currently Seeking Non-profit Nominations

Tempe, Ariz. – October 4, 2011— Do you know of a Phoenix-area non-profit in need of an improved online presence? Pyxl, a digital marketing firm that today announced its expansion to the Phoenix market, will donate a website design and development package valued at \$50,000 to one deserving charitable organization.

As a company that has been involved with a variety of non-profit organizations in its headquarters city of Knoxville, Tenn., including the USTA Knoxville Challenger, the Helen Ross McNabb Center and the Knox County Election Commission, corporate giving is a key part of Pyxl's business.

For example, Pyxl's web and marketing contributions to the USTA Knoxville Challenger helped the tournament committee exceed its sponsorship goals by over 200 percent each year since 2009, efforts which have allowed hundreds of thousands of dollars to be donated to the Helen Ross McNabb Center. Additionally, in its creation of the "Work the Polls" campaign, Pyxl helped the Knox County Election Commission increase the number of college student poll workers by 5,280 percent.

"Giving back to the community has always been an important part of our company culture," said Josh Phillips, president of Pyxl. "Over the past few years, we've worked to improve marketing outreach and raise money for education initiatives, medical causes and green initiatives in Knoxville, and we plan on being just as involved in our new home of Tempe."

The Phoenix-area non-profit that wins the contest will be awarded the following:

Website design, including:

- Wireframing
- Site map creation
- Delivery of design concepts
- Final approved design implementation

Web development, including:

- Use of content management system (CMS) for easy updates
- Template creation
- Search engine optimization (SEO)
- 12 months of hosting

Marketing support, including:

- Email template design
- Facebook branding package
- Twitter branding package
- 12 month Kyoo license

For official contest details and to nominate a charity, visit www.thinkpyxl.com/tempe. Pyxl will accept organization nominations through October 31 before letting the community vote on the winner from November 7-30.

Those interested in learning more about Pyxl's expansion and job opportunities in the Tempe office should also visit the site.

About Pyxl, Inc.

Founded in 2000, Pyxl designs and develops custom websites, web applications and mobile apps that balance technology and design with an effective user experience. With offices in Knoxville, Tenn. and Tempe, Ariz., Pyxl utilizes its digital marketing experience to help clients meet their digital goals, whether that means driving traffic through an integrated digital marketing and public relations campaign, encouraging online engagement via social media or increasing sales through e-commerce functionality. Pyxl builds online tools for nationwide brands seeking enterprise level support. For more information, visit www.thinkpyxl.com.