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PRESS RELEASE – FOR IMMEDIATE RELEASE

Digital Marketing Firm Expands into Phoenix Metro

After Significant Growth, Company Expands to Tempe, Ariz.; Seeks New Employees

Tempe, Ariz. – October 4, 2011—Knoxville-based digital marketing firm, Pyxl announced today it has expanded to the Greater Phoenix market with a new office in Tempe. The rapidly growing company is currently accepting applications for employees in the metro area interested in becoming part of its innovative team.

Pyxl has launched award-winning, enterprise-class websites and web applications for major organizations such as Pilot Flying J, one of the largest privately held companies in the US; the Consumer Electronics Association, the organization responsible for the world's largest consumer technology tradeshow, the Consumer Electronics Show; and Carpathia Hosting, one of Inc. Magazine's fastest growing companies in the US.

"This is an exciting time for Pyxl. Our profitable growth over the past several years has allowed us to consider other locations for additional offices," said Josh Phillips, president of Pyxl. "After a nationwide search of potential cities to expand to, we determined Tempe was a great fit for our business model and corporate culture. It also presents a great opportunity for us to reach businesses that need enterprise-class websites and web applications."

Pyxl chose Tempe for three major reasons:

1. Its proximity to Arizona State University and strong community college system
2. The concentration of established and high-growth businesses in the Phoenix metro area
3. The cost of doing business and access to a number of major markets within a day-trip of Sky Harbor International Airport

"Pyxl's decision to expand to Tempe further reinforces Tempe's reputation as a destination market for 21st century companies," said Tempe Mayor Hugh Hallman. " Tempe provides a skilled workforce, high quality of life and low operating costs for our businesses. We are excited to welcome Pyxl to our community."

The creation of Pyxl's Tempe office will focus on growing Pyxl's core service offering of enterprise-class web and application design and development in the western US while also providing for local job growth in both the short and long term.

As a small business that has experienced rapid growth in recent years, Pyxl has delivered a 3-year 47 percent Compound Annual Growth Rate (CAGR), and 2010 revenues grew 58 percent year-over-year, success the team intends to replicate in the Phoenix market.

"What's most remarkable about Pyxl's growth is that it happened during one of the most significant economic downturns in history," said Phillips. "We've grown from 2 employees to 17, added free healthcare coverage for all full-time employees and expanded from under 1,000 square feet of office space to a brand new 4,500 sq. ft. facility. We are committed to having the same success in Tempe and creating a work environment that people want to be part of."

The Pyxl team has also been involved with a variety of non-profit organizations, providing pro bono marketing services to support the unique missions of each. Pyxl plans to do the same in the Phoenix area, beginning by awarding one local non-profit organization a web design and development package valued at over \$50,000, which the company also announced today in a release titled, "Pyxl to Donate \$50,000 Web Design and Development Package to Phoenix Charity."

Pyxl's new office will be located at the Hayden Ferry Lake office building, where other well-known companies like Microsoft, Citrix and Metlife also have a presence.

Those interested in learning more about Pyxl's expansion and job opportunities in the Tempe office should visit www.thinkpyxl.com/tempe.

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.

About the City of Tempe

Tempe, Arizona is a diverse, innovative community of 161,000 residents, a workforce of 151,000. Home to Arizona State University, Tempe Town Lake and the famous Mill Avenue, Tempe offers a skilled workforce, competitive business climate and the state's best infrastructure. For information visit www.tempe.gov/business.