



Media Contact:

Tom Evans

tom@evanscommunications.com

602.448.5483

FOR IMMEDIATE RELEASE

Digital Marketing Firm Pyxl Headed to SkySong

National Digital Marketing Company to Lease 2,500 Square Feet

SCOTTSDALE, Ariz. (September 23, 2014) — Pyxl, a leading full-service digital marketing firm recently named to the Inc. 5000 list for fastest growing privately-held companies, is going to make its new home at SkySong.

The company is relocating from another location on N. Scottsdale Rd. and will move to its expanded, 2,500 square feet location at SkySong in December.

Pyxl designs and develops custom websites, web applications and mobile apps that balance technology and design, while driving and monetizing web traffic. Additionally, Pyxl's communication services include customized inbound marketing strategy development and integrated digital marketing and public relations campaigns. With offices in Boulder, Colo., Knoxville, Tenn. and Scottsdale, Ariz., Pyxl has gained a wide range of clients across the industries of healthcare, technology, education and retail. In August, Pyxl was named to the Inc. 5000 list of America's fastest-growing companies for the second year in a row. The list is published annually by Inc. Magazine and ranks America's fastest growing, privately-owned companies.

With the leasing agreement, Pyxl's presence at SkySong is a perfect brand fit for a digital firm recognized for its innovation.

"A company dedicated to growth and to results-driven digital marketing makes a lot of sense for the culture at SkySong," said Sharon Harper, president and CEO of Plaza Companies, the developer of the project. "They will feel right at home with SkySong's shared focus on innovation and technology, and ultimately, growth."

Brian Winter, CEO of Pyxl, said, "We are excited to move to SkySong, a home of innovators, forward-thinkers and entrepreneurs alike. We look forward to our continued growth while at SkySong and finding more collaborative relationships and opportunities in our own community."

Pyxl is the latest addition to the growing SkySong project, which recently saw the completion of the SkySong Apartments and SkySong 3, the third office building at the property. With SkySong 3 achieving 90 percent occupancy well ahead of schedule, pre-leasing has



accelerated on SkySong 4, with construction on the new building scheduled to begin in the next few months.

SkySong, the ASU Scottsdale Innovation Center, is home to a global business community that links technology, entrepreneurship, innovation and education to position ASU and Greater Phoenix as global leaders of the knowledge economy.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers
- Advance global business objectives of on-site enterprises
- Raise Arizona's profile as a global center of innovation through co-location of ASU's strategic global partners
- Create a unique regional economic and social asset

Companies located at SkySong enjoy a special relationship with Arizona State University, which has more than 73,000 students at four metropolitan Phoenix campuses. Its campus in Tempe is the single largest campus in the U.S., and it is located less than three miles from SkySong.

In addition to locating its own innovative research units at the center, ASU provides tenants with direct access to relevant research, educational opportunities and cultural events on its campuses. Through ASU's on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit www.skysongcenter.com or www.facebook.com/skysongcenter. For more information on Pyxl, visit www.thinkpyxl.com.

— 30 —

About Skysong

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property management and construction services. Architects at SkySong include Pei Cobb Fried and Partners, DMJM Design, Butler Design Group and Kendle Design Collaborative.

About Plaza Companies

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit www.theplazaco.com.



About The ASU Foundation

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU.

www.asufoundation.org.

About Holualoa Companies

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

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 Boulder, Colo., Knoxville, Tenn., and Scottsdale, Ariz. Pyxl utilizes its digital marketing experience to help clients meet their digital goals, whether that means developing and implementing a customized inbound marketing strategy, 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.