



For release: January 31, 2011

NEWS RELEASE

US Technology Firm, Cypress Interactive, Expands to Picton

Picton ON - Cypress Interactive, a creative technology firm based in Kilgore, Texas, has expanded to Canada and selected Prince Edward County as its home base. The new technology company is located in the PELA CFDC offices in the Edward Building, 280 Main Street, Picton. President and founder, Bruce Crowe, a County native, credits the County's burgeoning creative economy and fertile ground for new business startup as motivation to locate his new sales office in Picton.

"I've been impressed with the direction of the County and its focus on economic development. As a technology company you want to be around emerging and competitive markets that understand the importance of a global reach," said Crowe.

Crowe started the company in 2003 and since then has built over 200 websites, developed a content management system for Economic Developers currently used by over 100 US cities and regions, and is a knowledgeable resource for businesses needing to expand their reach online. The company employs 12 full-time designers and programmers, most of them based out of the Texas office, but also staff programmers in British Columbia and Oregon. The new Canadian office will develop a brand and test the market with sales and project management staff. Future employment needs in the Picton office will be determined by the sales and revenue from the expansion.

Using their new space, the Cypress team has been responding to leads from Kingston, Toronto and as far away as New York City. Cypress develops smaller websites from \$2000 to large-scale websites over \$100,000, and is busy completing their first Picton retail website - coming soon!

"It's great to see young people, who once never thought of making a living here, start to look at their home as a place from which they can build a future," said Mayor Peter A. Mertens. "The County has always had an abundance of talent and it's good to see that talent help grow our economy and create jobs. Thanks to our Economic Development Office for its role in bringing Cypress Interactive to the County."

If the Crowe name sounds familiar, it is no coincidence. Lloyd Crowe, Bruce's father, is a well-known farmer in the area, and Bruce's brother, Trevor, has recently moved back to the County with his award-winning video production company, Crowe Productions.

Cypress Interactive's on-line portfolio is available at www.cypressinteractive.ca or contact the Project Manager, CJ Thompson at cj@cypressinteractive.ca.

-30-

For further information, contact Mayor Mertens or Economic Development Officer, Dan Taylor at 613-476-2148.