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## **KILGORE'S CYPRESS INTERACTIVE ACQUIRES TYLER'S 3 DEGREE MEDIA**

**May 2, 2011, Kilgore, TX** - Cypress Interactive, a creative web development firm located at Synergy Park in Kilgore has recently acquired Tyler's 3 Degree Media, Inc. The two firms began discussions late last year in what both companies saw to be a mutually beneficial and exciting opportunity.

Since its inception in 2003, Cypress has been quietly advancing it's brand and services around the US, from New York to California. Serving customers from over 100 communities, with their team of 12 employees, Cypress has been developing everything from simple websites, to mobile apps and user managed systems for city government and non-profit organizations.

*"We believe it's time to become more aggressive in our own neck of woods. Cypress has so much to offer and too few in East Texas realize what we've got under the hood to help their business expand or become more efficient using the Internet. The purchase of 3 Degree is a step towards becoming a more dominant technology figure in East Texas,"* says founder Bruce Crowe.

The Cypress team has designed & developed the current City of Longview, Chamber, Convention & Visitors Bureau, Economic Development, and Library websites. They helped Congressman Louie Gohmert with his first campaign website, then his congressional website. Teen Mania, World Challenge, Times Square Church and Brooklyn Tabernacle are some of the non-profit organizations that Cypress has and is working with. As a registered developer with Apple, last week Cypress submitted its first App for Economic Development with its partner company EDsuite.

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3 Degree Media has been serving the Tyler area for the past 6 years and represented a respectable market share among businesses and non-profit organizations.

*“The key for us during this process were our relationships with our customers. We’ve worked hard to earn the respect and trust of our Tyler clients. We were very comfortable with Cypress, it was honestly our only regional consideration. We’ve monitored their success, and have always been impressed with the quality of their work,”* says Chad Jarratt former 3 Degree Director of Business.

Chad serves now full time as a Project Manager with Cypress. The acquisition represents an immediate 20% growth in customer base for Cypress.

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If you would like more information about this topic, or to schedule an interview, please call Chad Jarratt at (903) 983-3883 ext. 203 or email Chad Jarratt at [chad@cypressinteractive.com](mailto:chad@cypressinteractive.com)