



For Immediate Release: January 15, 2013

Contact:

Austin Shafran (ESD) | ashafran@esd.ny.gov | (800) 260-7313

Laura Magee (ESD) | lmagee@esd.ny.gov | (716) 846-8239 | (800) 260-7313

BRAND NETWORKS INC. TO EXPAND IN ROCHESTER, ADD 75 NEW JOBS

State and local incentives support company's relocation to new High Falls District facility

Empire State Development (ESD) today announced that Brand Networks Inc., the leading provider of integrated social software solutions and digital marketing services for some of the world's most Liked brands, will expand their Rochester office and add 75 new jobs to its existing 46 employee workforce. Headquartered in Boston, MA, Brand Networks has maintained an engineering hub in Rochester since 2007. Now, the company will invest \$1.95 million to renovate and relocate to an existing 15,000 square foot facility in the High Falls District. The company, recently selected by Facebook as one of twelve Strategic Preferred Marketing Developers, was assisted by \$700,000 in tax credits from ESD's Excelsior Jobs Program and \$80,000 from Monroe County, which includes an interest subsidy on fixed-rate loans to be used toward the purchase of capital equipment from the county's GreatRate program and a sales tax exemption from COMIDA.

"With social media usage on the rise, Brand Networks is the type of company that New York State wants to attract and retain," said Empire State Development President, CEO & Commissioner Kenneth Adams. "The project is crucial to the continued resurgence of downtown Rochester, while the company employs tech-savvy young adults and pays them well, bringing substantial money back into the city. I am pleased ESD could play a role in retaining Brand Networks."

"Great software engineering talent isn't confined to Silicon Valley," said Brand Networks CTO and Co-Founder Mike Garsin. "Right here in Rochester we've had tremendous success attracting a talent pipeline from leading computer science and software engineering programs at RIT and University of Rochester. As a University of Rochester graduate myself I couldn't be more enthusiastic to share the opportunity to drive innovation and make a lasting impact in our community."

Brand Networks, headquartered in Boston with offices in Los Angeles, New York City, and most recently, Toronto, had outgrown its leased facility on South Avenue, inside the Inner Loop of Rochester, and began its search for additional space. Although the company looked at sites in

other states for its expansion plans, it ultimately chose to remain in Rochester because of state and local incentives and the low cost of living and doing business as compared to larger cities.

Monroe County Executive Maggie Brooks said, “Brand Networks’ decision to expand operations and employment in Downtown Rochester stands as yet another shining example of a technology-based company flourishing right here in our community. There is no doubt that advanced technology enterprises like Brand Networks will play a key role in the continued resurgence of our local economy, and I would like to thank the company for partnering with COMIDA to create jobs and enhance quality of life for our entire community.”

City of Rochester Mayor Thomas S. Richards said, “The expansion of Brand Networks Inc. in the High Falls District adds energy to the momentum of Rochester’s Center City transformation and affirms that businesses have confidence in Downtown. We are especially pleased that a significant number of jobs will be added, and we know there will be no shortage of tech-savvy talent to select from in Rochester as this business grows. The City congratulates Brand Networks Inc., and we look forward to working with this firm as it continues to thrive.”

In addition, the Finger Lakes Regional Economic Development Council (FLREDC) identified the business services/software industry cluster in its strategic plan as integral to the region’s economic vitality and this project aligns with that sector.

Brand Networks is the leading provider of social software solutions and digital marketing services for the world’s most liked brands. Selected as one of just twelve Facebook Strategic Preferred Marketing Developers, Brand Networks has rolled out their Social Solutions Suite™ to harness the fully integrated power of Facebook--Ads, Apps, Pages, and Insights--to generate stories at scale, build brand loyalty and foster more profitable customer relationships. Brand Networks is headquartered in Boston, MA, with offices in Los Angeles, New York City, Rochester, and Toronto. For more information, please visit www.brandnetworksinc.com.

Empire State Development (ESD) is New York’s chief economic development agency (www.esd.ny.gov). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo’s Regional Economic Development Councils and the marketing of “I Love NY,” the State’s iconic tourism brand. For more information on Regional Councils and Empire State Development, visit www.nyworks.ny.gov and www.esd.ny.gov.



###