



FOR RELEASE: February 19, 2009

CONTACT: Jesse Marble (719) 387-8358 ext. 104
Jesse.Marble@CodeBaby.com

Mike Kazmierski (719) 471-8183
Colorado Springs Regional
Economic Development Corporation

CodeBaby announces Colorado Springs as new US Headquarters

COLORADO SPRINGS, CO – February 19, 2009 – CodeBaby®, the market leader in innovative digital character solutions, has announced the location of its U.S. headquarters in Colorado Springs, Colorado.

CodeBaby enables companies to quickly and easily create high-quality, realistic digital characters that engage customers to optimize the web customer experience. These customized characters carry the company persona and brand throughout a company's website while helping optimize online functional objectives like support or cross-sell/up-sell. CodeBaby characters are designed to be implemented in any web-based technology such as a company's website or eLearning environment.

CodeBaby characters have been utilized by a number of Fortune 500 companies to enhance the web customer experience. CodeBaby characters comfort the web user, boost customer loyalty, and ultimately the bottom line. Major corporations have also integrated CodeBaby characters into their staff

training programs. For the latest examples of CodeBaby characters in action, go to www.CodeBaby.com and select the Showcase button.

CodeBaby is proud to announce two new local customers. First, Colorado Springs commercial real estate brokerage, Hoff & Leigh, needed a way to engage with potential clients online, www.hoffleigh.com. Their CodeBaby character “Holly” is just what they needed to enhance their site with the latest innovation. Second, Experience Colorado Springs at Pikes Peak (The Colorado Springs Convention and Visitors Bureau) wanted a digital spokesperson to aid site visitors. Their new CodeBaby, “Katharine” (as in: Lee Bates), is a great enhancement to their web experience. Katharine went live this week. Check her out at www.VisitCOS.com

CEO, Patrick Bultema, leads the company’s veteran management team. Bultema has earned a national reputation for establishing and leading a number of highly successful technology start-up companies. “Colorado Springs is a great fit for CodeBaby. The Pikes Peak Region has the resources and talent we need to take CodeBaby to the next level,” said Bultema.

The company plans to employ 25 in 2009 and anticipates growing to 500 over the next five years. Job skills will be applicable to new media, internet creative jobs, and in particular web programming and customer service. Job applicants should go to CodeBaby’s website www.CodeBaby.com and click “Join Us.”

“We are proud that CodeBaby has chosen Colorado Springs for the site of its U.S. headquarters,” commented Mike Kazmierski, President and Chief

Executive Officer of the Colorado Springs Regional Economic Development Corporation. “This is exactly the type of high-growth technology company we seek to attract to the region, one that will provide well-paying jobs for our young creative population.”

The company is currently reviewing options for a downtown location that will be attractive to the creative workforce they need.