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For Immediate Release

**Work Anywhere Approach
Helps Local Start-ups Compete Nationally**

Pittsburgh, PA - January 25, 2011 - They're based in a city that's a plane ride away from the majority of their clients, but Pittsburgh-based Deeplocal has created a program that allows them to work side-by-side with their clients, most of whom are in New York, LA, and San Francisco, without relocating the company. The fast-growing Carnegie Mellon spinout company occupies a floor of the old Liberty Bank building in East Liberty, PA, but with Deeplocal's new "Work Anywhere Program," employees will be encouraged to travel to major cities of their choice where Deeplocal has current or potential clients and work for several days in a new environment--all funded by Deeplocal.

Deeplocal, recently profiled in Forbes Magazine, is an innovation studio that is known for building on- and off-line advertising campaign experiences like the award-winning Nike Chalkbot for the Tour de France and Nike Write the Future for the World Cup. The company has been recognized for its innovative ad campaigns that bridge the online and physical worlds.

Non-major cities are showing that they have the resources to compete in national markets. Take Pittsburgh, which offers undeniable benefits to start-up companies, including access to top universities and talent, funding and business acumen from seed-stage investors, a culture that fosters entrepreneurship, and inexpensive overhead. However, cities like Pittsburgh also pose challenges for operating a business. For Deeplocal, it means working with agencies and brands that largely call cities like New York, DC, LA, and San Francisco home. For this reason, Deeplocal has commonly had to replace in-person meetings with phone calls, a less-than-ideal substitute.

Keeping with their culture of deviance, Deeplocal CEO, Nathan Martin, devised a solution that's anything but typical.

"The Work Anywhere Program supports keeping our base in Pittsburgh by giving each employee the ability to travel and operate independently. We can be where our clients are without having to move our office. Deeplocal is a team that trusts one another; the Work Anywhere plan is an extension of that trust."

The Program gives employees yearly travel budgets and asks that they schedule a few meetings per trip with current or desired clients. Evenings and weekends are considered personal time for employees to experience the cities they're visiting with the option of extending trips to take personal vacation time, thereby eliminating vacation travel costs.

“The Program allows me to see other exciting places without giving up the things I love about Pittsburgh, like cheap rent, and great friends,”

Eamae Mirkin, Deeplocal Interaction Designer and former Apple employee explained.

Deeplocal must be onto something. With last year's resume alone including a One Club “Best of the Digital Decade Award” for their Nike Chalkbot campaign and other accolades that include “Best of Interactive” by Communication Arts, a Grand Prix at Cannes Lions, “Most Contagious” by Contagious Magazine, a Gold Award at the Clios, two Webby awards, and an Andy award, not to mention being named one of the Best Places to Work in Pittsburgh by both Pittsburgh Magazine and Pittsburgh Business Times, operating from Pittsburgh doesn't seem to be hurting the company, in fact, it appears to be an asset.

With more start-ups coming out of second-tier cities, challenges like sales, marketing, and employee retention are increasingly important. Will more companies in unconventional locations employ radical approaches to compete with companies in major cities and give top talent a reason to stay?

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Deeplocal is an innovation studio that helps brands create remarkable experiences that bridge the online and physical worlds.