



Commonwealth of Kentucky  
Office of the Governor

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**Frogdice Holds Ribbon-Cutting for Expansion of Headquarters in  
Lexington**

*Online video game developer adding seven high-tech full-time jobs*

**LEXINGTON Ky. (June 15, 2012)** Frogdice, an online game developer, held a ribbon-cutting ceremony today to celebrate the expansion of operations at its 1204 Winchester Road headquarters, creating seven new, high-tech, full-time jobs in Lexington.

Governor Steve Beshear applauded the important milestone in Frogdice's expansion plans.

"Social media technology and online video games are growing in popularity every day, and Frogdice is an example of how Kentucky can be a prosperous and successful home to companies in this industry," Gov. Beshear said. "We're thrilled Frogdice is expanding in Lexington and we look forward to a bright future together here in the Commonwealth."

Frogdice plans an expansion in order to produce more online games, which will require more programmers, computer graphic artists, as well as hardware and software licenses. Currently, Frogdice's newest online game is *Coin 'n Carry* ([www.coinncarry.com](http://www.coinncarry.com)), which is a browser-based game that users can play for free.

"*Coin 'n Carry* is a game you can play on nearly any computer regardless of your age or gaming experience. You can play it with friends, every member of your family, or by yourself," said Michael Hartman, president and CEO of Frogdice. "*Coin 'n Carry's*

explosive growth is faster than any game we've ever published. The incredible support from Gov. Beshear, Cabinet for Economic Development, Commerce Lexington, the ICC, KSTC, and other private and public groups has been absolutely amazing. We love it here in Lexington, and while expanding Frogdice, we also want to help build a video game development hub rivaling those you see in the Southwest, West Coast and Northeast.”

The project was approved for funding up to \$80,000 by the Kentucky Economic Development Finance Authority through the Cabinet for Economic Development’s High-Tech Investment Pool. The Pool is used to support technology-based companies and projects in the Commonwealth. Frogdice is using the funding to purchase equipment, software licenses and IP/patent protection as well as make facility upgrades.

“I am excited that Frogdice is making an additional investment in our community,” said Sen. Kathy Stein, of Lexington. “The new jobs resulting from this expansion will provide a boost to our local economy and new opportunities for our workforce. Frogdice continues to enhance our position as the prime location for innovative businesses to plant themselves, grow roots and be cultivated into the fertile soil we are developing to be the regional leader in excellence in our new economy. Gov. Beshear shows his continued leadership in job creation to seek out and support this excellent industry.”

“Given the nature of its work online, Frogdice could be located anywhere, but it says a lot about Lexington that it sees so much potential here,” said Ruth Ann Palumbo, of Lexington. “This is further proof that our community is becoming increasingly attractive to the high-tech community, enabling us to form our own version of Silicon Valley. I want to thank the company for making this expansion, and I’m proud that the state could help.”

“Frogdice is a great addition to our tech sector,” said Lexington Mayor Jim Gray. “They’re bringing their creativity and a commitment to growth in our community. Welcome!”

“A huge congratulations is in order to Frogdice,” said Bob Quick, CCE, president and CEO of Commerce Lexington. “The company represents a very important industry sector and we’re excited to share their success. The Bluegrass Business Development Partnership, including the UK Innovation and Commercialization Center, is proud that Frogdice chose to grow their company right here in Lexington.”

For more information on Frogdice, visit [www.frogdice.com](http://www.frogdice.com).

Information on Kentucky’s economic development efforts and programs is available at [www.ThinkKentucky.com](http://www.ThinkKentucky.com). Fans of the Cabinet for Economic Development can also join the discussion on Facebook at [www.Facebook.com/ThinkKentucky](http://www.Facebook.com/ThinkKentucky) or follow on Twitter at [www.Twitter.com/ThinkKentucky](http://www.Twitter.com/ThinkKentucky).

A detailed community profile for Lexington (Fayette County) can be viewed at <http://www.thinkkentucky.com/edis/cmnty/index.aspx?cw=053>.

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