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### **Tech company Fooji expands Lexington headquarters, adding new jobs**

**LEXINGTON, KY. (August 8, 2017)** – A Lexington-based technology company is expanding its operations to help global brands directly create on-demand experiences with customers and fans. Mayor Jim Gray and Commerce Lexington Inc. joined Fooji executives to celebrate the grand opening of the company's new headquarters in Lexington announcing that Fooji has created over 41 new full-time jobs and 17 new part-time jobs in the last year.

"Lexington's high quality of life is naturally attracting and growing creative tech companies like Fooji," Mayor Jim Gray said. "This is great news for Fooji, and for its hometown."

Founded in 2015, Fooji provides a patent-pending technology platform for brands that create unique and engaging fan experiences leveraging social media networks and on-demand delivery services. Over the last year, the company expanded into 6,000 square feet, converting the old Hurst Office Supply building into their corporate headquarters. Fooji also has offices in Los Angeles and Lisbon, Portugal.

"Fooji is proud to call Lexington, KY home," said Co-Founder and CEO Gregg Morton. "With the support of Commerce Lexington, Fooji was able to identify a new downtown headquarters and secure financing through the Lexington Jobs Fund, accelerating future hiring plans."

During a Fooji-powered brand marketing campaign, brands select an opt-in trigger that consists of a hashtag and emoji combination. Fans then share that trigger on social media to opt-in and receive a branded product delivered to them within 60 minutes. This unique method of fan engagement has been proven to drive valuable return on investment, including overall brand awareness and lift, increased ticket purchases for movie studios, higher streaming volume for networks and consistent product sales for Consumer-Packaged Goods (CPG) clients.

Fooji is currently used by companies such as ABC, Adidas, Amazon Studios, Budweiser, Disney, FOX, GSK, Paramount Pictures, Patron, Pepsi, Toyota, Turner Broadcasting, Verizon and Warner Bros. In 2017 alone, Fooji has secured its brand partners more than 1.4 billion earned media impressions and driven more than 1.6 million earned brand mentions equating to over \$30 million in earned media for their brand partners.



In May of 2017, Fooji closed a \$2.77 million round of Series A funding to help grow the team in other national offices. Since 2016, Fooji has brought more than \$3.6 million of venture capital into the Lexington startup community.

"Fooji's rapid growth and the wide embrace it has received from international brands employing its expertise speaks to the opportunities innovation-based companies can find here in Kentucky," said Terry Gill, secretary of the Kentucky Cabinet for Economic Development. "I congratulate Fooji on its Lexington expansion and look forward to its continued growth and success."

"Commerce Lexington Inc. is proud of Fooji's success and tremendous growth over the last two years," said Carla Blanton, Commerce Lexington Inc.'s board chair. "Our economic development team has enjoyed assisting the company through their site selection process as well as their workforce needs. Congratulations on your expansion."

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

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