



Commonwealth of Kentucky
Office of the Governor

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Governor Beshear Announces Shatterbox to Expand in Lexington

Two Lexington-based companies merge to expand services, create 15 new jobs

FRANKFORT, Ky. (July 1, 2011) – Governor Steve Beshear and Lexington Mayor Jim Gray today announced Shatterbox, a branding and new media design firm, will expand in Lexington. The expansion, which is a result of a merger between Shatterbox and the IT services firm, Hensley, Elam and Associates, will create 15 new jobs and entail a \$926,000 investment in central Kentucky.

“I’m delighted that Shatterbox and Hensley, Elam and Associates, two existing Lexington firms, have joined together to enhance their overall service capabilities,” said Gov. Beshear. “This expansion will have a positive impact on the Lexington community, creating good-paying, quality jobs for its citizens. We’re pleased to help make this growth possible.”

Shatterbox will provide brand consulting, creative design, digital interactive and social media expertise for corporations to present products in digital and print mediums. Additionally, the company will offer Web hosting, website development, computer programming, network management and off-site backup, as well as consultation from its software engineering and infrastructure services group.

“Plenty of incentives are often available for companies to re-locate from their state of origin. But as a firm founded in Kentucky, we’re delighted about the opportunity to benefit without leaving the Commonwealth and our roots in its communities,” said Russ Hensley, CEO of Shatterbox. “We strongly believe this expansion, and the quality work

that's sure to follow, will change the perspective of Lexington. It will allow not only us, but also other Lexington-based businesses to recruit top talent both at home and around the country that might not normally consider Lexington as an attractive option. We also appreciate the support we have received from Commerce Lexington, as well as the city of Lexington and the Kentucky Cabinet for Economic Development, that have made us aware of programs that will help our business grow and be successful in Lexington."

Shatterbox will expand existing office space on East Main Street by approximately 3,500 square feet. Some of the company's current clients include Gray Construction, the University of Kentucky and Fazoli's Restaurants.

"This is an exciting announcement for central Kentucky. This investment by Shatterbox is an investment in our community. These 15 new jobs will provide a boost to our local economy and new opportunities for our workforce," said Sen. Kathy Stein, of Lexington. "Shatterbox is exactly the kind of creative business that Lexington is looking to recruit 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 investment in our community. This is the kind of leadership we need and have come to expect from Governor Beshear. Thank you, Governor."

"This is great news for Fayette County, especially for those families who will benefit from these jobs," said Rep. Kelly Flood, of Lexington. "Shatterbox really typifies the type of cutting-edge companies that are defining this century's economy, and our community has fortunately become a beacon for many like them. It's a trend that I want to see continue."

The Kentucky Economic Development Finance Authority preliminarily approved Shatterbox for tax incentives up to \$200,000 through the Kentucky Business Investment program. The performance-based incentive allows the company to keep a portion of its investment over the term of the agreement through corporate income tax credits and wage assessments by meeting job and investment targets.

"Shatterbox and Lexington are a perfect fit," said Mayor Gray. "They provide great jobs for our talented creative class, in an emerging industry."

"Commerce Lexington Inc. is proud to play a role in the expansion of Shatterbox," said Commerce Lexington Inc. President & CEO Bob Quick. "Small businesses account for the majority of the job growth in our country, and Shatterbox's future investment in Lexington will certainly help our economy and create new jobs for our citizens. Kudos to Shatterbox and its parent company Hensley-Elam on their expansion efforts."

For more information on Shatterbox, visit <http://shatterboxstudios.com>.

Information on Kentucky's economic development efforts and programs is available at www.ThinkKentucky.com. Fans of the Cabinet for Economic Development can also join

the discussion on Facebook at www.Facebook.com/ThinkKentucky or follow on Twitter at www.Twitter.com/ThinkKentucky.

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

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