



For media contact:
Mary Shiroma | shiroma southwest
mary@shiromasouthwest.com | 214.914.3634

App Developer Bottle Rocket Moving to New Office Space

Award-winning, nationally recognized company elects to stay in Addison, TX

ADDISON, TX (July 23, 2014) – Fast-growing Addison-based mobile app developer Bottle Rocket has leased new space in The Aberdeen, at 14841 Dallas Parkway, Addison. The nationally recognized firm, known for developing successful mobile apps for high profile clients like NPR, ABC News, Chick-fil-A, National Geographic, Starwood Hotel and Resorts and others, will move from its current Addison location to its new space of approximately 49,570 square feet. The move is expected to be completed by year's end.

Bottle Rocket was launched in 2008 with a handful of employees and has since grown to more than 180 employees, with plans for continued growth. The company's "Head Rocketeer" and founder Calvin Carter was named Ernst & Young's Southwest Area Entrepreneur of the Year in 2013. From its inception, the company has worked closely with Addison's Economic Development Department, which encourages entrepreneurial endeavors as part of its business community growth strategy.

"While we looked at just about every option you can imagine, we realized our first choice was the right choice," said Calvin Carter, Founder and President of Bottle Rocket. "Unlike any other part of DFW, Addison sits at the epicenter of business and lifestyle. Once we realized that, there wasn't anything else we would even consider."

"Bottle Rocket's presence and growth in Addison speaks volumes of the vibrant entrepreneurial eco-system that exists in our communities for tech related firms," Addison Mayor Todd Meier said. "This is the place where they can launch their business and grow. We've worked hard to develop a community that would be attractive and desired by smart, creative-class talented employees for our companies. With the recent launch of the Addison TreeHouse, we add another asset in our community that will help draw even more talent to our community for companies like Bottle Rocket."

Addison TreeHouse is an innovative new business center designed to foster entrepreneurialism and support the start-up community, and is a collaborative effort between the Addison Economic Development Department and Dallas Entrepreneur Center (DEC). It is located at 14681 Midway Road, Addison, Texas, 75001.

Bottle Rocket was represented in site selection by CBRE's Dallas-based Technology and Media Practice Group, headed by Jeff Eiting, vice president, and Clay Vaughn, first vice president.

"With a desire to remain in the City of Addison, Bottle Rocket chose The Aberdeen because of its room for growth, prominent signage and above ground parking, among other amenities," said Vaughn. "Addison continues to solidify itself as a go-to place for technology companies, among many other businesses that call Addison home."

About BOTTLE ROCKET

Bottle Rocket is a full-service mobile solution provider, focused on creating handcrafted apps for the world's most discriminating brands. Since its founding in early 2008, Bottle Rocket Apps has developed more than 150 iPhone, iPad and Android apps for leading brands such as A&E Television Networks, NPR, Scripps Networks, Showtime, ABC News, NBC Universal, ESPN, Turner Broadcasting, National Geographic, Viacom and SPIN Magazine, among many others. The company's apps have won numerous industry accolades including multiple Apple Hall of Fame awards, and frequently appear at the top of their categories on the App Store. The team of senior strategists, architects, developers and artists work their magic from the company's offices in Addison, Texas.

About ADDISON

Addison, Texas is alive with entrepreneurial spirit where businesses like Mary Kay, United Surgical Partners, USAA, and Net.Orange call home. Within a compact urban center, Addison is bursting with a unique combination of towering office buildings, upscale shopping, beautifully landscaped residential communities, award-winning parks, 22 hotels and over 170 restaurants, all within a 5 minute drive from anywhere in town. Addison is a great place to start a business, a great place to go out on a Saturday night, and a great place for young professionals to live and play. The Addison Airport—Texas' busiest general aviation airport—is a convenient way to arrive via charter and private planes. Addison is located 13 miles north of downtown Dallas, 16 miles northeast of DFW airport, 11 miles north of Love Field airport and about a mile from The Dallas Galleria.

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