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Contact: Tom Evans
tom@evanscommunications.com
602.448.5483

LiveOps To Open New Offices at SkySong

Global Leader in Cloud Contact Center and Customer Service Solutions expanding to Scottsdale

SCOTTSDALE, Arizona (October 15, 2015) — LiveOps, the global leader in cloud contact center and customer service solutions, is opening new offices at SkySong, The ASU Innovation Center.

LiveOps, headquartered in Austin, Texas, supports a wide range of industries, including financial, health care, insurance, retail and high tech, revolutionizing the way traditional call centers interact with customers. LiveOps serves more than 400 companies around the world, including Ideal Living, Pizza Hut and Salesforce, which use LiveOps' software to interact with customers through voice, email, chat, SMS, Twitter and Facebook.

Its award-winning platform has processed more than 1 billion minutes of customer interactions and managed operations for the largest U.S.-based cloud contact center of 20,000 home-based, independent agents. This new space will be the flagship office for LiveOps' Agent Services business, which needed more room to expand in the midst of rapid growth over the last several quarters. The company, which will move to Scottsdale from Tempe, signed a five-year lease to occupy approximately 10,000 square feet of open, creative office space in SkySong 3.

"We are thrilled that LiveOps will now be neighbors with the other amazing innovators at SkySong," said Sharon Harper, President and CEO of Plaza Companies, the master developer of the project. "The positive drumbeat for SkySong continues with the move by LiveOps--it's a testimony to the welcoming, dynamic and innovative business environment we have created at SkySong."

"As our business continues to grow, we needed to expand and move into a facility that we can all be proud of, enables greater collaboration, and represents our brand," said Greg Hanover, senior vice president and general manager of Agent Services at LiveOps. "SkySong offered us just that, and we couldn't be more excited to join their community."

"We are very excited to welcome LiveOps to the SkySong community, particularly given its integration with industries that overlap with ASU's active commercial engagements," said Sethuraman Panchanathan, Senior Vice President for the Office of Knowledge Enterprise Development at ASU. "We look forward to leveraging the mutual interests of LiveOps and the University as we now turn to further advance development of SkySong 4 with our partners."

With the addition of LiveOps, only one small office space remains available in SkySong 3 and the building is now at 98 percent capacity. Construction has begun on SkySong 4, which will have a similar design as SkySong 3 and will be located just to the west of the existing building.

Andrew Cheney and Craig Coppola of Lee & Associates represented SkySong ownership in the transaction; Matt Coxhead of Savills Studley represented LiveOps.

SkySong, the ASU Scottsdale Innovation Center is home to a global business community that links technology, entrepreneurship, innovation, and education to position ASU and Greater Phoenix as global leaders of the knowledge economy.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advance global business objectives of on-site enterprises;
- Raise Arizona's profile as a global center of innovation through co-location of ASU's strategic global partners; and
- Create a unique regional economic and social asset.

Companies located at SkySong enjoy a special relationship with Arizona State University, which has more than 82,000 students studying across four metropolitan Phoenix campuses, in Lake Havasu and online. ASU is one of the largest public universities in the nation, with the majority of its students attending its campus in Tempe, Arizona, less than three miles from SkySong.

In addition to locating its own innovative research units at the center, ASU provides tenants with direct access to relevant research, educational opportunities and cultural events on its campuses. Through ASU's on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit www.skysongcenter.com or www.facebook.com/skysongcenter.

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About Skysong

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property management and construction services. Architects at SkySong include Pei Cobb Fried and Partners, DMJM Design, Butler Design Group and Kendle Design Collaborative.

About Plaza Companies

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a

competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit www.theplazaco.com.

About The ASU Foundation

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU.

www.asufoundation.org.

About the City of Scottsdale

Scottsdale, one of Arizona's 10 largest cities is a premier visitor location as well as a tremendous place to live and do business. It is home to 125 golf courses, 220 tennis courts, dozens of parks and hundreds of miles of bike paths and hiking trails, and a Downtown with more than 20 hotels, 90 restaurants, 320 retail shops and 80 art galleries. Scottsdale Airport and its surrounding Commerce Airpark area is headquarters to nearly 2,500 businesses with more than 48,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with Arizona State University. Scottsdale was recently named one of the Top 100 Best Places to Live in the United States, and was honored as Arizona's 2013 "eCity" by Google. For more information, visit

ChooseScottsdale.com.