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Performance-Based Internet Marketing Agency DoublePositive Moving to SkySong 1

SCOTTSDALE, Arizona (January 9, 2018) — The new year is bringing a new home to an internet marketing company that is the newest tenant at SkySong, The ASU Scottsdale Innovation Center.

Baltimore-based internet marketing agency DoublePositive is relocating to SkySong 1 from Tempe. DoublePositive, which has locations in Arizona and Maryland, is moving its Arizona location to a 5,000 square foot collaborative space within SkySong 1.

The company was founded in 2004 and offers targeted mobile and online marketing, qualified lead generation and live hot transfers to optimize online marketing practices and grow its clients businesses.

“DoublePositive’s innovative approach to marketing makes it a great fit for SkySong,” said Sharon Harper, President & CEO of Plaza Companies, the master developer of the SkySong project. “We look forward to seeing the company’s Arizona location grow here in Scottsdale, and welcome the opportunity to bring in another exceptional company that is focused on innovation and entrepreneurship.”

DoublePositive works with companies in a variety of industries from healthcare to technology to finance to implement smart online marketing practices. Its notable clients include Budget, Rosetta Stone, AT&T, Kaplan and American Express.

“We are very pleased to welcome this innovative company to the SkySong family,” said Sethuraman Panchanathan, executive vice president of Knowledge Enterprise Development and chief research and innovation officer at Arizona State University. “It is gratifying to continue to see companies such as DoublePositive select SkySong as their home because of its focus on innovation.”

The Lee & Associates team of Craig Coppola, Andrew Cheney and Gregg Kafka negotiated the transaction.

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 90,000 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, 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.skysong.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 Freed 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 Holualoa Companies

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use

investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

About the City of Scottsdale

Scottsdale is one of the state's leading job centers, with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying over 150,000 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 nearby Arizona State University. The Scottsdale Cure Corridor is a partnership of premier health care providers and biomedical companies seeking to advance medicine and patient care through cutting-edge research. For more information, visit ChooseScottsdale.com.