

RESIGNATION MEDIA (theCHIVE) RELOCATES CORPORATE HEADQUARTERS TO AUSTIN, TEXAS

California-based Entertainment Tech Company Move to Create Over 40 Jobs, Multimillion-Dollar Annual Payroll, adds to Austin's Thriving Digital Media Sector

July 23, 2013, AUSTIN – Resignation Media, the multi-faceted entertainment tech and digital media company which owns and operates the popular website theCHIVE.com and non-profit organization [Chive Charities](http://ChiveCharities.com), announced today that it has chosen Austin, Texas as the new home of its corporate headquarters. The California-based company will relocate this summer and is currently in the process of renovating the 12,000 square-foot building that once housed the old Shoreline Grill, located in the heart of downtown Austin. Resignation Media will utilize a total capital investment of \$8 million dollars over the next five years to transform the building into one of the most creative workspaces in Austin and expand its operations by creating over 40 jobs and a multi-million dollar annual payroll.

"With the growth Resignation Media has seen in the last five years, we needed to find a location that could support the expansion of our brand. After a nationwide search, Austin's pro-business climate, decent cost of living, tax structure and dedication to its growing technology community are what drew us to the city," said Leo Resig, co-founder and CEO of Resignation Media. "The Austin Chamber of Commerce was a great resource as we explored the idea of relocating to Austin and know the city will be a great fit for the company."

As one of the fastest growing cities in the nation, Austin has emerged as one of the key leaders in the digital media sector. It's creative and innovative culture, coupled with the resources of top-research universities has made it an extremely dynamic hub for new media. Austin's diverse talent pool, low cost of living, high quality of life and pro-business climate offer technology companies like Resignation Media a clear competitive advantage.

"With a thriving economy and over 4,400 technology companies, Central Texas has established itself as an epicenter for the digital media sector," said Terence Spielman, Co-Chair of the Greater Austin Technology Partnership (GATP), a program of the Austin Chamber of Commerce. "As a fast growing, cutting-edge digital media company, Resignation Media is a strong addition to the Austin tech community. At the GATP, we look forward to welcoming Resignation Media to the neighborhood, and continue to elevate Austin's tech sector through strong leadership and community collaboration; and showcase why Austin is the best place in the country to start, grow or relocate your business."

Downtown Austin is one of the most desirable locations for both tenants and owners of office space. The former Shoreline Grill presented the opportunity for Resignation Media to own one of the most unique stand-alone buildings in Austin.

"The building not only has access to everything downtown Austin has to offer, but also provides irreplaceable amenities such as views of Lady Bird Lake and the Congress Avenue Bridge, and front door access to the lake trail and newly constructed Waller Creek Boathouse," according to Alan Peters, Vice President with Live Oak Gottesman, and Resignation Media's Broker on the deal.

Once fully operational this fall, Resignation Media will ramp up production for its e-commerce site, TheChivery.com, as it moves next door to its existing distribution center, [Amplifier](http://Amplifier.com), also headquartered in Austin. Included in the expansion is the launch of the company's own microbrewery, Resignation Brewery, with KCCO Beer set to debut later this year.

Since 2004, the Austin Chamber of Commerce through Opportunity Austin has brought in over 165,000 jobs to the Austin region and increased payrolls by approximately \$8.5 billion. According to Austin Chamber data, Resignation

Media is the 275th company to relocate to the Central Texas region since 2004, and the 76th company from California.

About Resignation Media

Resignation Media was created in 2008 by brothers John and Leo Resig and consists of a family of websites including its flagship site, theCHIVE.com, as well as theBERRY.com, theTHROTTLE.com, theBRIGADE.com and the e-commerce site, TheChivery.com. In 2010, Resignation Media established Chive Charities, a non-profit pending organization which inspires theCHIVE's online community to champion orphaned causes in need of public awareness and financial assistance. Upcoming initiatives include Resignation Brewery, which is currently set to debut later this year and Chive Films, which will be producing a feature film in Austin starting early 2014.

About the Greater Austin Technology Partnership

The Greater Austin Technology Partnership (GATP) was founded in 2011 as a public-private initiative of the Austin Chamber of Commerce and Opportunity Austin. The purpose of the GATP is to elevate and grow Austin as the preferred United States region for technology innovation, as well as company formation, expansion and relocation. The GATP is comprised of a select group of business, academic and elected officials who understand the dynamics of the technology sector in Central Texas; and the value of collaboration and community to achieving regional growth. Technology Partners work to guide the Austin Chamber of Commerce's ongoing efforts and long-term strategy essential to growing the region's technology base. The GATP oversees seven Special Interest Groups (SIG) to provide a more in-depth analysis in key industries, including: Tech Manufacturing, Clean Tech, Life Science/Healthcare, Multimedia Technology, Data Management, and Corporate Headquarters. For more information on the Greater Austin Technology Partnership, please visit: austinchamber.com/GATP.

About Live Oak-Gottesman, LLC

Live Oak – Gottesman, LLC is a privately held, full service commercial real estate company headquartered in Austin, Texas. The company serves real estate investors, owners and occupiers. Live Oak-Gottesman, LLC offers real estate services including: brokerage, property and facility management, disposition and acquisition, tenant representation, accounting and development.

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