


## **Adlucent moving to custom office near Austin's popular Hyde Park district**

*Increased demand in online marketing urges Adlucent's second expansion*

**Austin, Texas – October 17, 2006** – Adlucent, an Austin-based software startup that provides item specific search marketing and conversion optimization for Internet retailers, today announced its plans to relocate from its office in downtown Austin to a custom space in Austin's North Loop neighborhood. Adlucent's office will be located in the new Satsuma building at 508 E. 53rd St. and is scheduled for completion October 15.

The new move is sparked by a recent growth in the company. This expansion, Adlucent's second major expansion in 2 years, signifies a direct response to the growing demands of online retailers interested in building a strong online presence. "Internet marketing is delivering an unprecedented value to advertisers and the demand for effective marketing strategies is high," said Adlucent founder and President Michael Griffin. "The move is necessary to meet growing demands and to provide our team with an environment that facilitates collaboration and inspires creativity."

For Adlucent's new office, Griffin envisioned an open, airy environment designed to encourage ingenuity and collaborative teamwork. "Traditional corporate offices are inherently hierarchical and isolating" he said. "We wanted to tear down cubicle divisions and put our team on an equal level." Unable to find an existing office building suited to his exact needs, Griffin decided to build his own office. He also wanted to find a more inspirational location—a place with a unique character that embodied the culture of Austin. When he discovered the new Satsuma building in the North Loop neighborhood, teeming with eclectic stores and restaurants, he found what he was looking for.

Adlucent's new building was designed and constructed by Chris Krager's team at Austin-based KRDB. To Griffin, the architects' innovative use of modern design elements parallels Adlucent's marketing approach. "The elegantly simple and purposeful design reflects the underlying principles employed by Adlucent's creative team when approaching Web  design and marketing," says Griffin. "On the surface, the design is simple and modern, but the underpinnings reflect meticulous research and execution."

Winners of Austin's American Institute of Architects (AIA) 2002 design competition for its Cedar Avenue S.M.A.R.T. housing development, KRDB is a design-build corporation that describes its architectural style as "unorthodox" and "entrepreneurial." The Satsuma building is described by KRDB as "formally simple...a pair of articulated boxes with a courtyard in between." Copper cladding and soft neutral colors were used to temper the warm summers and give the structure a fresh, cool feel.

To design the interior of the space, Adlucent commissioned Texas-based Patrick Ousey and Taylor Batey of FAB architecture. Recipients of multiple AIA awards for projects in Central Texas, FAB architecture helped execute Adlucent's vision for a more collaborative workspace. Building on the design principles used by KRDB, The FAB architectural team is using a brighter palette to soften and complement the exposed metal, concrete, and glass. They also collaborated with Adlucent to create an environment geared towards collective idea generation. An expansive worktable gives Adlucent's marketing team instant access to the creative team and software developers. "We wanted to shake up the office experience a little bit and create a communal area at its center," says Ousey. "This is conceptually what the space is really about. It is the idea of everyone coming and working together to create a quality product."

As Adlucent is rapidly gaining ground as an internet marketing company, it is eager to move to a structure reflective of its individuality, professionalism, and ingenuity. The office's modern construction with revolutionary architectural design elements not only conveys Adlucent's unique character, but stays consistent with the high-tech, entrepreneurial spirit of Austin.

### **About Adlucent**

Adlucent specializes in driving qualified leads for online merchants by streamlining the process from keyword search to profitable conversion. Through item specific merchandising, Adlucent brings entire product catalogs to the forefront of the search engine results pages and optimizes success at the keyword level with their integrated analytics and bid management platform. With the launch of their new 3-step service suite, Adlucent is undergoing its second major expansion in two years to better support the growing demands of online retailers interested in increasing profitability on the Internet. For more information, please visit [www.adlucent.com](http://www.adlucent.com).

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