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**LUBBOCK
ECONOMIC
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Lubbock Economic Development Alliance Announces Los Angeles-Based Business Expanding Operations to Lubbock

(LUBBOCK) – The Lubbock Economic Development Alliance (LEDA) announced Hoverstate, a digital design, development and marketing agency, is expanding its operations by adding a location in downtown Lubbock. The expansion will create 50 new jobs with an average salary of \$60,000. The announcement was made during a press conference Monday morning.

The Los Angeles-based technology firm said their operations in Lubbock will specifically focus on the development of computer software crafted for the health care industry.

“We are thrilled to announce our new location in downtown Lubbock,” said Brian Barnett, vice president of technology and business solutions at Hoverstate. “The area provides a flourishing environment for our employees to work, cultivating progress and entrepreneurship. In addition, the location places us in close proximity with educational institutions for talented resources and research that will prove critical to our organization.”

Hoverstate has made a \$20,000 capital investment in equipment for its new location in the basement of the Courthouse Lofts at 800 Broadway. The business is scheduled to be open by November 2017.

“LEDA is pleased to welcome such an innovative agency to downtown,” said John Osborne, CEO and president of LEDA & Market Lubbock. “As the epicenter for health care in the region, Lubbock offers developers at Hoverstate direct access to the industry, furthering their progressive initiatives.”

Once fully operational, the total value added impact will be approximately \$7.3 million annually.

About LEDA

Since its inception in 2004, LEDA has assisted 147 companies with their expansion or relocation to Lubbock. These companies committed to creating 7,393 jobs and investing more than \$942 million in new capital improvements that have resulted in \$1.4 billion in value added impact to the Lubbock area.

About Hoverstate

Hoverstate is a full service digital design, development and marketing agency with offices in Los Angeles, Oakland and Italy. Since 2008, Hoverstate has counted world-renowned health insurance and life sciences companies among their roster of clients. <http://www.hoverstate.com>

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