



**NEWS RELEASE**

June 12, 2009

*For Immediate Release*

## **Automation Software Firm to Expand Its Indianapolis Headquarters**

**INDIANAPOLIS** (June 12, 2009) — Lt. Governor Becky Skillman joined executives from marketing automation provider Right On Interactive today to announce the company's plans to expand its operations here, creating 100 new jobs by 2014.

The provider of integrated, on-demand marketing automation software and database marketing services will invest more than \$1.3 million to expand and upgrade equipment at its Downtown Indianapolis headquarters.

"Growing high-technology business like Right On Interactive in Indiana is among our highest priorities as a state," said Skillman. "We must continue to look for opportunities to make expansion possible for great companies like this that create high-paying opportunities for Hoosier workers."

Right On Interactive, whose customers include Conesco, Marsh Supermarkets, and Wild Birds Unlimited, plans to begin hiring additional technology support, business development, and client services associates in the third quarter of 2009 as work begins on equipment and facility upgrades.

"Our strong growth is a testament to the value our innovative products and services are delivering to our customers," said Troy Burk, president of Right on Interactive. "We're proud of our Hoosier roots and the ability to contribute to Indiana's continuing economic growth."

Founded in 2006, Right On Interactive (ROI) provides integrated, on-demand customer lifecycle

marketing automation software and database marketing services for organizations of all sizes. The company helps marketers leverage technology to increase revenue while decreasing the cost of acquiring and retaining customers.

The Indiana Economic Development Corporation offered Right On Interactive up to \$1.1 million in performance-based tax credits and up to \$21,500 in training grants based on the company's job creation plans. The City of Indianapolis and Indianapolis Economic Development, Inc. will support property tax abatement for Right On Interactive before the Metropolitan Development Commission.

"These are good quality jobs opening up for our workforce, and we're happy to be able to help bring these opportunities to Indianapolis," said Mayor Greg Ballard. "We are excited to have Right On Interactive in Indianapolis and we're going to continue to work with private industry to bring more jobs like these to our community."

Right On Interactive's expansion in Indiana follows Indianapolis apparel merchandiser MainGate's March announcement that it will invest more than \$3.6 million to expand its headquarters and manufacturing center on the city's west side, creating 75 new jobs.

### **About Right On Interactive**

Right On Interactive is a marketing automation software provider that increases return on marketing investment by helping companies build better relationships throughout the customer lifecycle. 5Buckets is an on-demand subscription service that automates the sophisticated and time consuming tasks associated with customer lifecycle marketing. 5Buckets functions as a "marketing automation hub," connecting disparate databases with multiple marketing communication technologies. 5Buckets enables marketers to easily segment, schedule, and trigger relevant out-bound communications to customers and prospects through email, voice messaging, text, fax, and direct mail. For more information about Right On Interactive, visit [www.rightoninteractive.com](http://www.rightoninteractive.com).

### **About IEDC**

Created by Governor Mitch Daniels in 2005 to replace the former Department of Commerce, the Indiana Economic Development Corporation is governed by a 12-member board chaired by Governor Daniels. Indiana Secretary of Commerce Mitch Roob serves as the chief executive officer of the IEDC. For more

information about IEDC, visit [www.iedc.in.gov](http://www.iedc.in.gov).

**About IEDI**

Indianapolis Economic Development, Inc. is Marion County's local economic development organization. IEDI is dedicated to providing business attraction; existing business retention and expansion; and location services in Indianapolis/Marion County, serving as a catalyst for capital investment and quality job growth. For more information about IEDI, visit [www.indianapoliseconomicdevelopment.com](http://www.indianapoliseconomicdevelopment.com)

-30-

**Media Contacts:**

Richard Cunningham (Right On Interactive) 317.225.5868 or [rcunningham@rightoninteractive.com](mailto:rcunningham@rightoninteractive.com)

Blair West (IEDC) 317.232.8873 or [BWest@iedc.in.gov](mailto:BWest@iedc.in.gov)