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**FiveStars opens new office in Denver; Doubling headcount in 2015**

*Growth fueled by $26MM Series B and increased adoption of loyalty/marketing automation tools*

FiveStars, the fastest growing company in customer loyalty and marketing automation for small and medium businesses, today announced it has secured 10,000 square-feet of office space in Denver with plans to hire over 100 full-time employees there by the end of 2015.

Fresh off a $26MM Series B from leading investors Menlo Ventures, Lightspeed Venture Partners, and DCM, FiveStars has continued its rapid growth and plans to double headcount across the company to over 300 this year.

After an extensive search evaluating other tech-friendly cities such as Austin and Seattle, Denver became the obvious choice due to its quality of life, affordable cost of living, and booming tech-scene.

“We evaluated over a dozen cities and by the end it was a no-brainer—no other city offered what Denver had,” said Victor Ho, CEO and Co-Founder of FiveStars. “We wanted to pick a location where employees would have an excellent quality of life and we’re ecstatic that we found our second home in Colorado.”

The decision to come to Denver was accelerated by strong tax incentives offered by the state and city to attract top tech companies to the region.

“The FiveStars announcement further demonstrates that Denver is quickly becoming the small business and startup capital of the country,” said Denver Mayor Michael B. Hancock. “We’re delighted to welcome them to our increasing roster of fast-growing firms that are creating jobs, expanding our economy, and helping make Denver a city of opportunity for all.”

Much of FiveStars’ hiring in Denver will occur on the sales front, where FiveStars is seeing tremendous success. Now serving almost 7,000 small and medium businesses across all 50 states and Canada, FiveStars has added over 1,000 new merchants in just the past three months.

"We are thrilled that FiveStars has chosen Colorado to expand its operations and create new jobs in the high-tech industry," said Governor John Hickenlooper. "Not only is FiveStars creating jobs here, they are also providing a platform for local businesses to develop customer loyalty programs that were once only accessible to large corporations, allowing small businesses to compete on a large business scale. We wish them continued success."

Denver is already one of the top markets for FiveStars, supporting hundreds of merchants in the area including local hotspots like Lodo’s Bar & Grill, Stoney’s, and GB Fish & Chips.

“FiveStars has had a huge impact on my business—I’ve seen my regular customers come back in more often and it’s so easy to communicate with them with FiveStars’ tools,” said Alex Stokeld from GB Fish & Chips. “I’m excited that they’re expanding their presence locally and look forward to seeing them all over Colorado.”
About FiveStars
FiveStars’ mission is to help businesses and communities thrive by turning every transaction into a relationship. Over five million FiveStars users have been rewarded at over six thousand businesses they love in the FiveStars network. Local businesses everywhere now use FiveStars to connect with their customers automatically, getting them to come back more often and spend more when they do. Founded in 2011 and based in San Francisco, FiveStars has raised $45 million from top-tier investors including Menlo Ventures, Lightspeed, DCM, Rogers, and Y-Combinator. For more information, visit www.fivestars.com.

About OED
The Denver Office of Economic Development (OED) is dedicated to advancing economic prosperity for the City of Denver, its businesses, neighborhoods and residents. Working with a wide variety of community partners, OED operates to create a local environment that stimulates balanced growth through job creation, business assistance, housing options, neighborhood redevelopment and the development of a skilled workforce.

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