

MAKING BUSINESS "LEMONADE" EVEN IN CHALLENGING TIMES

Media release, hairyLemon Ltd, 8 December-2008, Christchurch, New Zealand: South Island based web developers hairyLemon have added two more North American clients to their rapidly growing offshore base, with a combined value of approximately NZ\$250,000 across the next 12 months.

Despite shaky economic times, hairyLemon director Graham Dockrill says there is no noticeable slow down in the flow of work coming through from US based clients.

Since August, when they announced a major contract with NAPTE (National Association of Television Program Executives) the company has picked up contracts with Compix Media, a Korean owned company that supplies video character generators (motion graphics) to more than 17,000 customers around the world. Character generators are widely used by television stations, video producers, post-production houses and corporate multi media departments.

The Compix deal was quickly followed by the latest deal, with Santa Monica based company OutCast.net, who provide "Digital Out of Home" narrowcast media and advertising opportunities to gas stations, restaurants and retailers.

The increase in workflow and turnover has resulted in two significant indicators of growth – being awarded "Fastest growing business services company in Canterbury and the Upper South Island" in this year's Deloitte Fast 50 Awards, and demand for new staff, with five new employees coming on board over the last month and more needed.

The company has grown from 11 staff in March 2006, to 22 in November 2008, and Dockrill says they expect to increase numbers up to around 28 by the middle of 2009.

He comments that the web design and development industry has consolidated a lot over the last year or so, and believes hairyLemon to be one of the largest web companies in New Zealand now, among the top five in terms of size and turnover.

Dockrill says the keys to hairyLemon's success lie in the approach taken by himself and fellow director, Sue Wilkinson, of putting their people and the business itself before the technology.

"Although we run a technology based company, neither Sue or myself are web developers – Sue comes from an engineering background while my training was in computer science.

"But we are very focused business people and we know how to manage a company and support our staff. That sets us apart from companies that are set up and run by web developers who are very close to their work, and perhaps less skilled as managers."

Dockrill says he aims to make sure that hairyLemon is a fun place to work, and a fun company to do business with. The company's efforts to go the extra mile for their staff saw them make the finals in the Workplace Diversity category of the recent EEO Work & Life Awards.

His offshore clients agree that hairyLemon is a very easy company to do business with, and underline how important the personal connections are.

"Web design and development is an incredibly competitive industry, particularly here in Silicon Valley, and choosing companies to partner with is often based on personal connections – as well as the ability of those companies to deliver a high quality product or service, on time and to budget," says Bonnie Landau of Landau Design, project managers for the NATPE website.

"We met Graham through the Mastery program run by Consulting Alliance, and have found him and his team great people to do business with."

Landau also brought in hairyLemon on the Compix project, which is expected to be a long term client for hairyLemon as it includes database development and eventually a complete rebuild of the website, to be carried out in several stages.

Benefits for US based clients, particularly those based on the west coast, of outsourcing to New Zealand include the nominal time difference – just 3 hours apart, the lack of a language barrier and the high quality of work provided by New Zealand companies.

Sharing the success by helping other New Zealand companies do business in the US has also been part of the mission for Dockrill on recent trips, where he has made a number of referrals and leveraged his connections on behalf of hairyLemon clients in North America.

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About hairyLemon:

hairyLemon is a web design and development company started in 2000 by joint owners Graham Dockrill and Sue Wilkinson. In 2003 and 2004 it was named in the Deloitte Fast 50 list of the country's fastest growing companies, and in 2008 named the "Fastest growing business services company in Canterbury and the Upper South Island". The company currently employs 22 staff and has a projected turnover of NZ\$2.5 million to end of March 2009.

www.hairylemon.co.nz

About Compix Media:

Compix Media is a leading designer and manufacturer of personal computer based video character generators (motion graphics). Character Generators (CG) are used in every aspect of video production in today's multimedia world. There are 17,000 installations worldwide (in television stations, cable television companies, post-production houses, educational users, military bases, worship communities, government agencies and contractors, freelance shooters, and corporate multimedia departments for training and business presentations of all types) each worth approx \$20,000 US. Founded in Korea, Compix is family owned with R&D in Korea and Sales & Marketing in the US.

www.compixmedia.com

About OutCast:

OutCast is one of the largest digital out of home networks, reaching on-the-go consumers at multiple touch points during the day. OutCast has a measurable at-the-pump digital network and an extensive retail network, with partners including Shell, ConocoPhillips, Holiday Superstations, Walgreens, Sears, Kmart, Albertsons, Stop N Shop and others. With a reach of more than 25 million consumers in over 900 locations, OutCast delivers high quality programming and targeted advertising to nearly 6,000 digital LCD screens with rich audio in high traffic locations. OutCast is privately owned and headquartered in Santa Monica, California.

www.outcast.net

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