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## **Booker expands operations to Scottsdale** ***Latest major tech company to enter the region***

**PHOENIX (May 20)** – Booker, the leading platform for service commerce, announces plans to expand their operations to Scottsdale, Arizona. With headquarters in New York City, and offices in Orange County, Calif. and Singapore, Booker’s decision to grow into Scottsdale at SkySong is a great addition to the companies who have already selected SkySong to grow.

Booker's platform allows services businesses of all sizes to provide accurate, up to date information with their clients to connect them with various services. With Booker, businesses are able to engage with clients and expand their reach to a larger customer base.

“We are excited to become a part of the unique ecosystem in Scottsdale’s SkySong ASU Innovation Center” said Josh McCarter, Booker CEO. “Scottsdale's talent pool, world-class technology presence, and university partnerships make it an ideal place to expand our business and continue our mission of helping small and medium service businesses grow intelligently while serving their customers better.”

“Scottsdale continues to attract growing technology companies like Booker to Arizona,” said Scottsdale Mayor W.J. “Jim” Lane. “We believe that Scottsdale is cultivating a culture of innovation and leadership that fosters a spirit of collaboration amongst creative technology companies that wish to live and work in a community that emulates their lifestyle and beliefs.”

“Building upon the growing critical mass of technology companies in metro Phoenix, Booker joins the ranks of major tech companies such as Weebly and Zenefits, who have chosen to grow their operations in the region,” said Chris Camacho, president and CEO of the Greater Phoenix Economic Council. “This emergence of tech companies into the market is indicative of the robust talent pool that exists, and the great livability our communities offer these workers.”

“We are pleased to welcome Booker Software in joining more than 70 companies affiliated with SkySong,” said Sethuraman “Panch” Panchanathan, senior vice president for Knowledge Enterprise Development at ASU. “We look forward to a mutually beneficial relationship, learning from Booker’s tremendous success and offering a collaborative innovation environment as well as connections with ASU’s student talent.”

To learn more about Booker, and their current openings in the new Scottsdale location, please visit <http://www.booker.com/careers>.

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**About Booker**

Booker is a service commerce platform that helps businesses run and grow successfully by streamlining their operations and helping to increase their revenues. Booker enables service businesses to sell their services online, via mobile device or in person, creating a seamless online booking experience for their customers. With Booker's platform, business owners can manage every booking, customer and transaction, and use automated tools to drive more sales from new and existing customers. Booker processes more than three million appointments each month across 73 countries in 11 languages. Headquartered in New York City, Booker's customers include thousands of local service businesses, as well as Fortune 500 companies. Learn more at [www.booker.com](http://www.booker.com).

**About the City of Scottsdale**

Scottsdale, one of Arizona's 10 largest cities, is a premier visitor location as well as a tremendous place to live and do business. It is home to 125 golf courses, 220 tennis courts, dozens of parks and hundreds of miles of bike paths and hiking trails, and a Downtown with more than 20 hotels, 90 restaurants, 320 retail shops and 80 art galleries. Scottsdale Airport and its surrounding Commerce Airpark area is headquarters to nearly 2,500 businesses with more than 48,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with Arizona State University. Scottsdale was recently named one of the Top 100 Best Places to Live in the United States, and was honored as Arizona's 2013 "eCity" by Google. For more information, visit [ChooseScottsdale.com](http://ChooseScottsdale.com).

**About the Greater Phoenix Economic Council (GPEC)**

A true public-private partnership, GPEC is the regional economic development organization for Greater Phoenix. Working with its 22 member communities, Maricopa County and more than 170 private investors, GPEC attracts quality businesses to this dynamic region. By creating a high-performance economy through capital investments and jobs, Greater Phoenix companies enjoy a business climate where they can compete and thrive in today's global economy. Since 1989, GPEC has worked to achieve an economically sound and sustainable region. For more information, visit [www.gpec.org](http://www.gpec.org).