



Phillips Lytle LLP

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**COMMUNITech TEAMS UP WITH PHILLIPS LYTLE LLP TO
CREATE A LANDING PAD FOR CANADIAN STARTUPS IN NYC**

Location will assist Canadian entrepreneurs in accessing NYC market

New York, NY, USA/Waterloo Region, ON, Canada – Communitech and Phillips Lytle LLP today announced the opening of Communitech NYC, a workspace for Canadian startups to gain access to resources, business connections, customers, and funding opportunities in New York City. The workspace will be open to Communitech members, as well as to startups affiliated with partner hubs across the Canadian Digital Media Network.

The workspace is situated at Phillips Lytle's offices within *The New York Times* Building at 620 Eighth Avenue in Manhattan. It will offer temporary office space and meeting room usage, other professional services and mentoring, as well as connectivity to the firm's existing network of contacts throughout the NYC startup and venture capital eco-system.

"We have always been heavily involved in the startup space," said Phillips Lytle Managing Partner David McNamara. "This is a natural progression for us to connect our New York City office and contacts to the Communitech Hub in the Waterloo Region. Opening our doors to startups that have business opportunities in one of the most important markets in the U.S. speaks to our continued commitment to Canada and the partnership we have grown with the Hub."

According to the recently released Startup Compass Report, Waterloo Region is home to the second highest density of startups, and some of the top engineering talent in the world. However, the report also noted that Canadian startups scaled slower than counterparts in other top startup ecosystems, and recommended a more aggressive approach to opening up US markets such as Silicon Valley and New York.

"International sales and investment are essential to driving growth for Canadian startups" said Iain Klugman, CEO of Communitech. "Having a presence on the ground in New York

City, as well as the connections and expertise of Phillips Lytle, will help companies take advantage of opportunities in the huge New York market, as well as find partnerships in New York's growing tech sector."

One of the first companies to take advantage of the space will be Plasticity Labs, which will be launching its first U.S. sales operation out of the Communitech space.

"Over the last 12 months, we've seen rapid expansion in our enterprise customer base, with significant traction in the financial services vertical. New York City was the optimal place for our first US office, but given the costs of the New York market, we didn't expect to make that happen for another year," said Jim Moss, CEO of Plasticity Labs. "With Phillips Lytle and the help of Communitech, we'll be able to take that step right away and reach hundreds of new customers looking to build innovative and engaged teams with happiness at the core of their strategic plans."

Phillips Lytle and Communitech joined forces in 2011 when Phillips Lytle opened its first Canadian office at Communitech. The law firm's history with assisting innovative companies and expertise in cross-border legal services made the partnership a natural fit. Phillips Lytle, the only law firm tenant at Communitech, works alongside several other professional service firms that are also located in the Waterloo Region building in providing early-stage startups with legal advice and business counsel focused on expanding operations outside of the Canadian market.

About Communitech

Communitech is an innovation centre in Waterloo Region that supports a community of more than 1,000 tech companies—from startups to rapidly growing mid-size companies and large global players. A member of the Ontario Network of Entrepreneurs, which is funded by the Ontario Government, Communitech helps tech companies start, grow and succeed. For more information, visit www.communitech.ca.

About Phillips Lytle LLP

Phillips Lytle LLP is a premier regional law firm that is recognized nationally for its legal excellence. With offices in New York State, Washington, D.C., and Canada, our attorneys serve a multinational client base including FORTUNE 1000 companies, global and regional financial institutions, not-for-profit organizations, middle market companies, startups, entrepreneurs and individuals on important matters affecting their businesses and personal wealth. For more information, visit www.phillipslytle.com.