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Rural Sourcing to Create 125 New High-Tech Jobs in NM

Atlanta-based Company to Hire Local Talent for New Software Development Center

Albuquerque, NM - Today, Governor Susana Martinez, Mayor Richard J. Berry, the New Mexico Economic Development Department, Albuquerque Economic Development Inc., and the New Mexico Partnership, announced Rural Sourcing, Inc. will create 125 new well-paying high-tech jobs with an emphasis in computer programming over the next few years. Rural Sourcing is an Atlanta-based information technology services company opening in Albuquerque its fourth Software Development Center, growing from its operations in Georgia, Arkansas and Alabama.

"Building New Mexico into a high-tech jobs leader is a core piece of continuing to grow and diversify our economy," said Governor Martinez. "We're proud to welcome Rural Sourcing to New Mexico, and looking forward to their partnership as we keep growing our high-tech sector."

RSI's mission is to be the onshore alternative for software development and support that might traditionally be sent off shore to countries such as India and China. By opening these technology hubs in low-cost of living, high-quality of life U.S. cities, RSI helps clients lower their Total Cost of Ownership (TCO) for IT. Furthermore, by having development centers in the U.S., RSI's clients benefit from common language, culture alignment and time zone compatibility.

Earlier this year, Albuquerque's Mayor Berry and Albuquerque Economic Development's President Gary Tonjes met with the Rural Sourcing leadership to promote the City and New Mexico during their site selection process. The Atlanta-based company chose Albuquerque due to its talented workforce, high quality of life and low cost of living.

"With the most PhDs per capita in the United States, Albuquerque is a natural fit for the new Rural Sourcing Inc. software development center," said Mayor Berry. "We welcome RSI into our community, and I am confident they will continue to grow and flourish in our supportive, cooperative business environment."

These new job salaries exceed overall salary averages in Albuquerque and include full benefits. The positions include a wide range of software development positions, as well as quality assurance testing, project management, and other cutting-edge areas like cloud, analytics, and mobile. They will also offer several internship opportunities.

"We're excited to be a part of a growing Albuquerque technology community, and we hope to be a catalyst for further growth and investment both in jobs and in the digital economy," said

Monty Hamilton, chief executive officer at Rural Sourcing Inc. "We believe Rural Sourcing will flourish in this high-tech haven, given the city's availability of skilled workers and outstanding quality of life. Albuquerque is a strategic city for us in that it enables us better serve our existing West Coast clients, and expand our client base across the western United States."

"Governor Martinez continues to make it a priority to diversify New Mexico's economy," said Economic Development Department Cabinet Secretary Jon Barela. "The high-tech sector is one of our target areas, and this new partnership with Rural Sourcing, a fast-growing company, will help us continue our momentum."

Ray Smith, Chair of Albuquerque Economic Development Inc., added, "We welcome this highly respected and rapidly growing technology company to the Albuquerque metro area. RSI has a great reputation as an employer, providing employees with great benefits, a supportive work environment and career advancement opportunities. We look forward to RSI's success in Albuquerque."

The permanent location of the center is still being determined. RSI will be conducting interviews in Albuquerque in the coming months, and will begin operations in January.

During this summer's special legislative session, Governor Martinez fought to grow New Mexico's closing fund, known as Local Economic Development Act (LEDA) funding, to \$50 million, up from nearly zero when she took office. Rural Sourcing will receive \$250,000 in LEDA funds for building improvements. Mayor Berry also committed to at least \$125,000 to incentivize the company to choose Albuquerque. Rural Sourcing plans to occupy 7,000 square feet initially, with plans to expand to 15,000 square feet in Phase Two. This equates to a total capital investment of nearly \$2 million.

RSI will begin operation in January. In the coming months, they will conduct interviews for software development positions, project managers and quality assurance testing and other cutting-edge areas like cloud, analytics and mobile. RSI will also offer internship opportunities.

For more information on available positions, please visit www.ruralsourcing.com/albuquerque. Additional questions can be sent to marketing@ruralsourcing.com

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About Rural Sourcing Inc.

Rural Sourcing, Inc. is the leader in domestic sourcing, a cost-effective alternative to offshoring for technology development and the ongoing support and maintenance for critical business applications. RSI leverages IT skilled resources in our Development Centers, which are located near universities in smaller cities. Due to a lower cost of living and our proven delivery methods, RSI is able to provide significant cost savings for our clients. Well-trained employees with a strong work ethic living in low cost cities enable RSI to deliver exceptional value for our clients. Inherently, this value comes without the obstacles of time zones, distance, language, and geopolitical risks associated with offshore models. Over the next few years, Rural Sourcing, Inc. intends to create thousands of new technology jobs in the US

by establishing development centers in non-metro, low cost of living cities across the United States. For more information, visit www.ruralsourcing.com.