

FOR IMMEDIATE RELEASE

Taylor Media Opens Office in St. Petersburg; Hosts Launch Party for Tampa Bay Business Community



The
PENNY
HOARDER
.com

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November 9, 2015 (St. Petersburg, Fla.) — After operating remotely for five years, Taylor Media, which owns and operates the popular personal finance blog The Penny Hoarder, has opened an office in downtown St. Petersburg on the 600 block of Central Avenue.

The office is home to the company's quickly growing team, which is now at 15 full-time employees. The digital media startup, which expects to see \$10 million in revenue this year, plans to add more employees in the coming months.

"Opening an office space marks an important milestone for the company," says Kyle Taylor, founder and chief executive officer The Penny Hoarder. "It's exciting to have a headquarters where the team can collaborate and share ideas. St. Petersburg is a booming city with many new, innovative businesses popping up each year. We're excited to create jobs locally and contribute to the city's economic growth."

The Penny Hoarder's new office space is located at 661 Central Avenue, in a 100-year-old building that was said to once be a brothel. The space has been completely renovated for today's standards and features working "pod" rooms, open writers' and lounge areas, gaming activities and more.

"Kyle is a visionary and we knew we'd be able to work with him to design a functional, creative and dynamic space for him and his team," says Lisa Gilmore, founder and principal designer of Lisa Gilmore Design, the interior design firm contracted for the space. "We're so excited about The Penny Hoarder headquarters! It's a space that we not only loved designing, but it's a business that is a wonderful addition to the St. Petersburg community."

As part of the launch of The Penny Hoarder's office, Taylor and team will host an invite-only launch party for the Tampa Bay business community on Thursday, Nov. 19 from 6:30 p.m. to 8:30 p.m. To request an invite, local business owners and professionals should contact The Penny Hoarder press team at: press@thepennyhoarder.com.

ABOUT TAYLOR MEDIA CORPORATION

Based in St. Petersburg, Florida, Taylor Media was founded in 2010 by Kyle Taylor. Its primary web property, The Penny Hoarder, a blog about weird ways to earn and save money, sees about 5.5 million unique visitors a month. The Penny Hoarder has been featured on sites like Oprah.com, CNN, Men's Health, Entrepreneur and Yahoo! Finance.

ABOUT LISA GILMORE DESIGN

Launched in 2011 by Lisa Gilmore-Sarnowski, Lisa Gilmore Design is an interior design firm focusing on commercial, hospitality, retail and luxury residential environments. Known for providing "liveable glamour" for clientele, Lisa Gilmore Design creates first-class spaces with a glamorous edge. To learn more about Lisa Gilmore Design, visit: lisagilmoredesign.com

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