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**FOR IMMEDIATE RELEASE**

## **Buffalo Playing Host to Xtatix Headquarters**

*Buffalo, N.Y., September 2005* – Xtatix LLC has chosen Western New York to be their corporate headquarters. The company's founder, recent University at Buffalo grad Benjamin Evan Dolgin-Gardner, has found Buffalo well equipped to offer his company the resources required to start and sustain his micro-multinational business, and will be moving into a new location on Kenmore Avenue.

Xtatix is a producer of digital entertainment products. "Our products are designed to complement active lifestyles and always feature the latest technology," said Benjamin. As the CEO of the two year old business, Benjamin has brought to Buffalo a unique perspective on how Western New York fits into the world economy. "Buffalo, New York is a short trip away from many of North America's big cities. In terms of logistics, Buffalo has a great location. Also the airport has good connections and reasonable fares." stated Benjamin. But Xtatix has interests that lie beyond the continental divide. Xtatix has business interests in Spain, Sweden, Asia, and England.

Benjamin selected Buffalo to be Xtatix's headquarters because he felt that this area had a great deal to offer a startup business. "Buffalo has every thing you need to sustain a healthy business, and is well suited for a start up because local real estate prices are low, quality human capital is available and support and expertise in many business functions are accessible." Having grown up in Manhattan, NY Ben quickly saw the advantages Buffalo's low cost of living could provide Xtatix. "This city is relatively inexpensive compared to other cities with the same resources and thus can provide a small company the advantage of retaining much of its earning to allocate towards growth."

During its first year in Buffalo Xtaix partnered with Buffalo's Noein Inc. to help advance through the early-growth stage. The Noein and Xtatix team are laying a foundation in Buffalo to anchor the global network that Benjamin set up.

The company's sales began in July of this year with revenue expecting to near \$200,000 by the end of 2005, and reaching \$2.2 million by the end of 2006.

For Xtatix, choosing Buffalo was a no brainer.

### **About Xtatix**

Xtatix produces a diverse line of MP3 players and will be introducing new digital entertainment products to the market before 2006. Xtatix players are stylish and offer the same or better features than competitors at a lower price. Located in Buffalo, NY Xtatix targets the educated consumer with an active lifestyle. All products come with a one year limited warranty.

For more information, visit [www.xtatix.com](http://www.xtatix.com).

### **About Noein Inc.**

Noein Inc. was established to bring experts from the information technology and marketing fields together to provide one source for Internet development and marketing needs. Noein's hands-on style enables it to operate in the intersection between business and information technology. It is a young, dynamic company that brings a unique perspective to every business venture it engages in.

The members of Noein's team have backgrounds in information technology, marketing, business management and infrastructure. The management team has experience leading high-profile information technology projects, and meeting goals on time and under budget. Noein's management team is also well versed in building successful advertising campaigns, both in traditional and new media.

For more information, visit [www.noein.com](http://www.noein.com).