

# **\*\*FOR IMMEDIATE RELEASE\*\***

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## **Creative State Announces New Headquarters, New Brand**

Tulsa, Oklahoma – Creative State, a leading provider of custom websites to corporations and the entertainment industry, announced today it had purchased and moved its headquarters into a 20,000 square foot facility at 1609 South Boston Avenue within the Creative Corridor of downtown Tulsa, Oklahoma.

The company also launched a new brand and new corporate website ([www.creativestate.com](http://www.creativestate.com)). Creative State was founded in 2000 as Triad Business Group.

“When we started 8 years ago, the Triad name served us well. It felt familiar to customers and prospects - even if they were confusing us with the many other businesses with Triad in their name. As we expanded nationally, the name didn’t allow us to differentiate ourselves in the marketplace,” said Brent Lollis, president and founder of Creative State. “After several months of brainstorming, research and hard work, we’re excited to roll out the Creative State brand. Not only does it reflect the creative nature of what we’ve done for 8 years, it truly resonates with who we are and what we’re about.”

The company boasts an extensive list of clients within the entertainment industry, including Garth Brooks ([www.garthbrooks.com](http://www.garthbrooks.com)), Taylor Swift ([www.thetaylornation.com](http://www.thetaylornation.com)), Big Machine Records ([www.bigmachinerecords.com](http://www.bigmachinerecords.com)) and The Valory Music Co. ([www.thevalorymusicco.com](http://www.thevalorymusicco.com)).

Creative State’s corporate clients include Tulsa International Airport ([www.tulsaairports.com](http://www.tulsaairports.com)), Camille’s Sidewalk Café ([www.camillescafe.com](http://www.camillescafe.com)), Union Public Schools ([www.unionps.org](http://www.unionps.org)), Stone Canyon ([www.stonecanyonliving.com](http://www.stonecanyonliving.com)) and Puerto Rico’s Jungle Nest Villa ([www.junglenestvilla.com](http://www.junglenestvilla.com))

### **About Creative State**

Creative State provides high-quality, easy-to-manage websites and custom web applications to corporate clients and the entertainment industry. The team consists of designers, developers, flash animators, programmers, marketing strategists, and copy writers. Their capabilities include website design, website re-design, usability analysis, photography, high-definition video production, SEO/SEM, and mobile website development. To learn more, contact Creative State at (866) 658-7423 or go to [www.creativestate.com](http://www.creativestate.com)

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The logo for Creative State features the word "creative" in a bold, blue, lowercase sans-serif font, followed by "state" in a brown, lowercase serif font.

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