

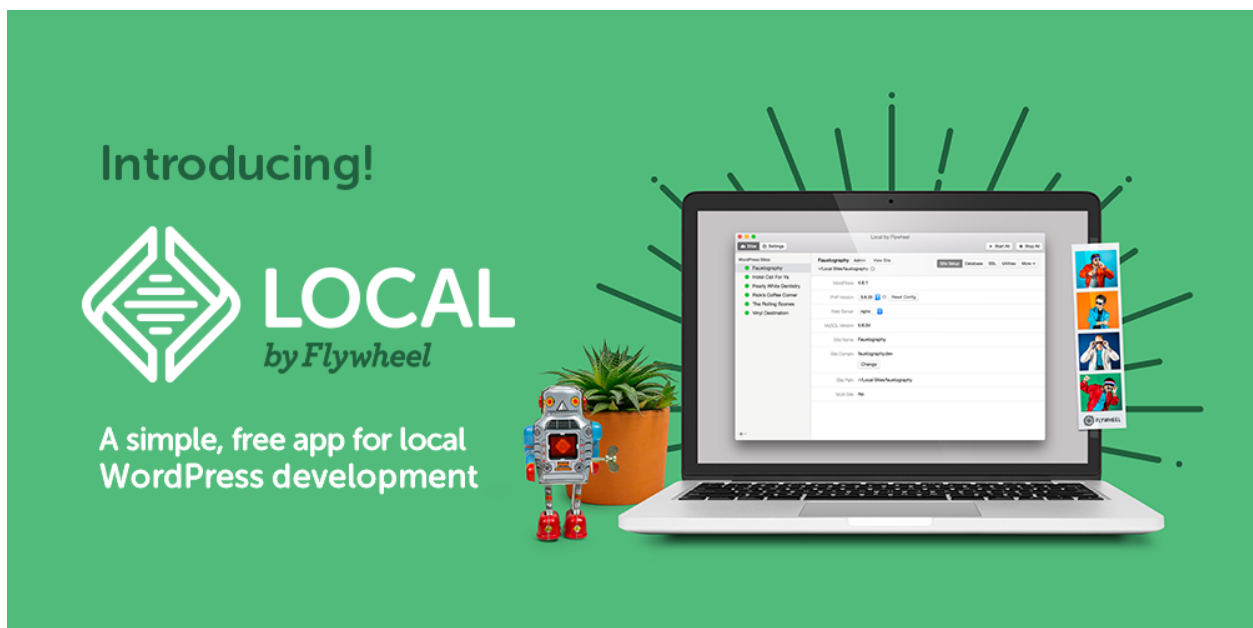


## Flywheel has acquired Pressmatic (now “Local by Flywheel”) and made the local WordPress development app free for all users

OMAHA, Neb. -- Flywheel, the delightful WordPress hosting and management platform for designers and agencies, announced on Thursday that they have acquired the robust local WordPress development application Pressmatic. Pressmatic will be rebranded and renamed as “Local by Flywheel,” and will be built up as the newest product in the Flywheel family.

Pressmatic has long been known in the industry as the best solution for running WordPress on OS X, and developers have become attached to the tool’s simplicity, power, and grace. Hundreds of users have come to rely on the application as a crucial part of their workflow, allowing them to spin up local WordPress sites in a breeze.

Up until today, Pressmatic cost a flat fee of \$129 to download. Going forward under the name Local by Flywheel, the application will be **completely free**.



“We’re super stoked about this acquisition,” said Dusty Davidson, Flywheel’s CEO and co-founder. “From the start, the application encompassed so many of Flywheel’s core values: speed, simplicity, and allowing designers and developers the freedom to do what they love. It’s a perfect fit.”

The application still functions much as it did in its Pressmatic days, though Flywheel will continue to build up the app to make it better than ever. Future features will include a Windows application, off-site backups for local sites, premium support, and more.

As part of Flywheel’s first acquisition, Pressmatic founder Clay Griffiths has joined the Flywheel team as a developer and will continue to work on the product.

"I'm incredibly excited to join the Flywheel family," Griffiths said. "And I can't wait to see Local grow and improve with all the support, resources, and talent available to it at Flywheel!"

## **ABOUT LOCAL BY FLYWHEEL (FORMERLY PRESSMATIC)**

Local by Flywheel is a simple, free, and beautifully designed local development application optimized for WordPress. Adored by hundreds of developers and consultants, Local by Flywheel is a fuss-free way to improve your workflow and spin up a local WordPress site quickly and easily. Download it for free at [local.getflywheel.com](http://local.getflywheel.com)!

## **ABOUT FLYWHEEL**

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business. Over 50,000 clients choose Flywheel because of their powerful tools, expert support, and rock-solid managed hosting.