



FOR IMMEDIATE RELEASE – September 22, 2021

Montana-Based Company Expands to a New Facility in Downtown Billings with Plans to Hire a Larger Workforce

Exciting changes are happening to one of downtown Billings' most iconic buildings, the Oliver Building, located at 2702 Montana Avenue. Reciprocity Industries, a Montana-based company specializing in software development, digital marketing, and business call center services, recently purchased the bottom floor of the Oliver building to enable the next phase of their company's growth.

Over the past eight months, Reciprocity Industries has built out a modern, state-of-the-art call center to help satisfy the ever-increasing demand for their call center services. This new call center will be located in the Oliver Building, next to their current office location on the 2nd floor of 2718 Montana Avenue.

The company has applied for a grant through Big Sky Economic Development with an intention of bringing an additional 80 jobs to Billings over the next 18 months. Reciprocity Industries is currently projected to employ over 150 people by the end of 2022, all working in downtown Billings.

Reciprocity Industries is hosting a grand opening of their new location, including a ribbon cutting ceremony in the new space, on Friday, September 24th from 1-4 pm. The ribbon cutting is scheduled for 1:15 pm. CJ's is catering the event, and all are welcome to attend to celebrate the opening of this new, state-of-the-art facility.

Reciprocity Industries is proud of the special attention paid to creating a modern office setting in a Covid world, with accommodations made to both get people back to work in an office setting and also keep them safe. A number of incredible local vendors were able to make that vision happen, including



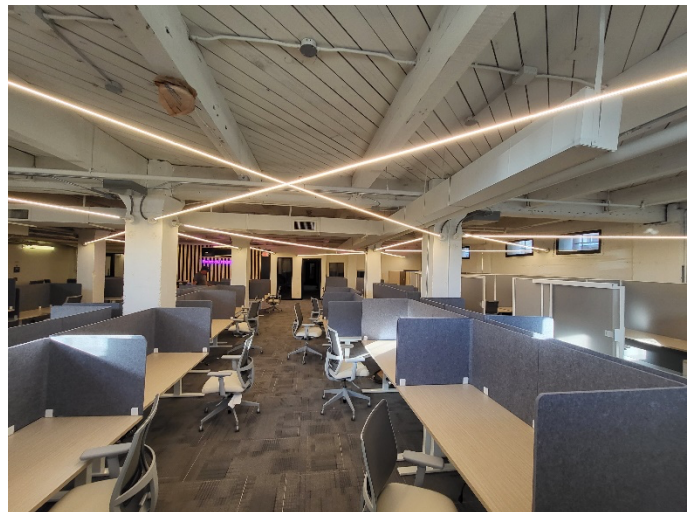
Aline Drafting, Van Arsdale Construction, 360 Office Solutions, Pierce Flooring, and One Source Lighting.

Background Info:

Reciprocity Industries was founded by Tyler Cross and Andrew Van Arsdale in 2009 as a Montana-based LLC with a focus on digital marketing and software solutions. Both Tyler and Andrew are Billings born and raised. In 2018, they signed a lease for a space at 2718 Montana Avenue, and today they occupy most of the 2nd floor with over 50 employees.

Both Tyler and Andrew love running their company from the city they grew up in. Tyler especially loves being a part of the revitalization of downtown Billings and an ever-growing part of the community. When asked what Andrew enjoys most about the Billings environment, he responded, "It's just great to be a part of the same community that had such an important hand in shaping who I am today. My grandfather, Jim Van Arsdale, was mayor of Billings from 1984-1990, and I just know he's looking down on us, proud of what we are building, and of the opportunities we are trying to give to so many families in this incredible city."

Although Reciprocity Industries focuses on legal services, people are often surprised to hear about the type of work they do on a local level. Reciprocity helps maintain websites and a digital presence for a number of local businesses, and even assisted Billings Clinic, RiverStone Health, and St. Vincent Healthcare with the initial vaccine roll out earlier this year.



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