



News Release

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City of McKinney News Release
FOR IMMEDIATE RELEASE

Playful Corp. selects downtown McKinney for new headquarters

McKinney Economic Development Corporation offers incentive of up to \$2.5 million to company

McKINNEY, Texas (June 23, 2017) – The McKinney Economic Development Corporation (MEDC) is proud to announce an incentive agreement with Playful Corp. to aid in the construction of its new global corporate headquarters in downtown McKinney. MEDC offered an incentive of up to \$2.5 million tied to job retention and creation and generated taxable value of new improvements.

Playful has plans to construct a minimum of 53,000 square feet of office space adjacent to the luxury apartment and mixed-use building currently under construction at the corner of Davis and Chestnut Streets.

McKinney-based Playful Corp. is an independent studio founded in 2013 that is the developer of the Lucky's Tale franchise and Creativerse. Playful CEO Paul Bettner previously was the founder and CEO of Newtoy, the creator of the highly successful game Words with Friends, which was also based in McKinney. Playful currently has partnerships with Microsoft, GameStop and Sony.

"Downtown McKinney has everything you could want in a location. It has enormous character and the proximity to unique restaurants and entertainment venues as well as access to talent makes it an easy choice for us to build our headquarters and establish permanent roots here," said Bettner.

"McKinney is one of the fastest growing cities in the country because of our highly skilled workforce and availability of space for businesses to grow. We are thrilled an innovative company like Playful has chosen to continue their growth and expansion in McKinney. We look forward to building an even stronger relationship with Playful as they reach new heights in the entertainment industry," said Jason Burress, Chairman of MEDC.

MEDC supports the development, expansion and relocation of new and existing companies, with a mission to work to create an environment in which community-oriented businesses can thrive. They recently announced deals with [PACCAR](#), [Service First Mortgage](#), [Vazata](#) and [Blount Fine Foods](#) and have approved a Memo of Understanding with a development team led by [KDC](#) for the development of the Gateway site located at the interchange of the Sam Rayburn Tollway and U.S. 75.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest growing cities in America, McKinney has a current population of more than 168,000. The city was #1 on the list of Best Places to Live in America in 2014, published by *Money Magazine*. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers award-winning schools, a vibrant historic downtown, diverse housing options, a robust economy and a uniquely beautiful natural setting, with rolling hills and lush trees. Visit the city's website at www.mckinneytexas.org.

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