

## Homegrown company has grown into high-tech firm.

**BOWLING GREEN, Ky., September 7** — Hitcents.com announces the completion of their recent multilateral growth project and has unveiled their newly renovated corporate headquarters on Nashville Road. Over the last year, Chris and Clinton Mills have increased their company's size from **5 to 21 employees**, tripled their office space, and entered several new and challenging fields.

Hitcents.com began as a simple internet marketing company in 1999 when it was founded by the two Bowling Green high school students. "Chris and I always knew that our dream would someday come true, but we are truly amazed at how quickly it has been realized," said Clinton Mills, CEO and co-founder of Hitcents.



[New Hitcents.com Home Page](#)

Hitcents now features a full range of professional services in the technology arena. The firm has designed websites and software programs for many regional and national companies while also offering other services in the creative field such as video production and print design.

One service the company provides is **IT Consulting** for several corporations in the region. "We have found that most companies do not need to employ a full-time IT department," said Clinton Mills. "So it is very convenient for these companies to call us to take care of their technology needs only when necessary."

Hitcents, which is owned by Houchens Industries, has recently begun to network all of the Houchens retail groceries, such as the Houchens Market, IGA, and Sav-A-Lot stores across the United States. Hitcents is using VPN technology to create a giant network wrapped around a single location in their main office. All 310 stores communicate 24 hours a day with the main office, which brings every credit card transaction through the Hitcents location. This is one reason Hitcents is so proud of their continual uptime.

The firm's most recent networking venture is the installation of **high-speed, fiber optic internet access** for the current and future residents of the Chandler Park Apartment Homes which are located next to the Greenwood Mall.

"We are very excited about this new venture," said Chris Mills, President and co-founder of Hitcents. "The residents will have the opportunity to access the most competitively priced high-speed internet in town."

Hitcents, in conjunction with BGMU, is offering the high-speed internet service to the 320 apartment homes. They also hope to expand in the future by offering more high-speed solutions across the country.



Hitcents also announces the launch of their newest venture, **EyeOn Automation**, which will bring state-of-the-art technology to many Bowling Green homes. Hitcents is currently in the process of installing the New EyeOn system in four Bowling Green homes. The first, newly completed showcase home will be featured in the *2005 Parade of Homes*, which takes place September 15-18.

The home of Ed and Chrystal Mills will be fully equipped with the latest technology including whole house audio and video, automated indoor/outdoor lighting, automated climate control, and an integrated security system. These different systems will talk to each other (and the outside world) using a secure Linux server and will be easily accessed by the home owner through a user-friendly, wall-mounted touch screen, universal remote control, PDA-style cell phone, and/or standard internet browser.



EyeOn Server

With a firm commitment to customer service and with a vision for the future, Chris and Clinton Mills have positioned Hitcents.com as a competitive force in the rapidly expanding technology marketplace.

---

## Hitcents.com

2425 Nashville Road

Bowling Green, KY 42101

270.796.5063

[www.hitcents.com](http://www.hitcents.com)

