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PRESS RELEASE
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The Hauser Group Launches New Division *“Local Branch” brings urban coworking to the suburbs*

ST. CHARLES, IL (June 26, 2013) – The Hauser Group is announcing the launch of their new division, Local Branch, a branded model of coworking space catering to contingent workers seeking an alternative to working from home, library, or other public space.

A cutting edge concept, coworking has been developing in urban areas throughout the world since 2010. Coworking provides this set of workers with a dedicated workplace, with meeting spaces of various sizes, offering both private and flexible open space options which can be rented by the day, week, or even month.

More than just a place to sit, coworking is designed to provide a sense of community among members, and allows for the socialization that working from home simply doesn't provide. To find this, many people have taken to working in public spaces such as coffee shops, but according to Mara Hauser, President and owner of The Hauser Group, this isn't an ideal solution either. Based on public research, while public spaces get people out of the house, they don't provide the collaborative environment or sense of community that many people are seeking. There are also the challenges of taking phone calls in a noisy space, no sense of security or privacy, and sometimes a lack of space. This new type of workspace for the contingent worker provides that collaborative, open environment which fosters inspiration and creativity.

The Hauser Group, a national trendsetting office design firm, specializes in interior design, project management, and construction management. Hauser, a natural innovator, looks to trends in the workplace in order to provide the best office solutions for her clients. In doing this, she found some interesting statistics indicating that roles which used to be filled by full-time employees will soon become blends of a combination of employees and contingent workers. In fact, non-traditional employees will make up 40 to 45 percent of the entire workforce by 2020 and over 50 percent of the workforce by 2030. This means that more and more people will be working outside the traditional office environment. Hauser had a vision of creating a collaborative workspace for this new market, which was a natural fit given her background.

After reviewing current best practices and conducting market research, Hauser created a branded model of coworking space for central business districts (“Main Streets”) in the suburban market. The first Local Branch locations are targeted for downtown St. Charles, IL and downtown Batavia, IL. The Hauser Group's office is located downtown St. Charles, so Hauser already knew this would be a good fit for a

coworking space. There are plenty of amenities within walking distance, such as a grocery store, dry cleaner, coffee shops, bakery, banks and restaurants, providing the conveniences that people look for in a good work place. Batavia offers similar amenities, and the proximity of the two locations offers additional flexibility for the coworkers, who can book time at either location.

Beyond creating a dynamic workspace, Hauser really embraces the community aspect of coworking, and plans to offer opportunities for education and networking, as well as mailboxes, lockers, showers, and lounge areas, to provide conveniences for those who would like to bike, walk or jog to work. Flexible meeting and training rooms with AV equipment can be rented out for members wishing to conduct additional business.

Anyone interested in learning more about Local Branch is encouraged to find out more at their opening event at The Office, located at 201 E. Main Street in St. Charles at 5:00 pm on July 9th. This is a free event, but RSVP's are strongly encouraged by emailing info@hauserwork.com.

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About the Hauser Group

The Hauser Group designs and creates spaces today for tomorrow's workplace. Since 1984, The Hauser Group has helped organizations transform workspaces into optimal business environments. They are a National WBE Certified Business. For more information about The Hauser Group, visit www.hauserwork.com.



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