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# MakerBot Announces Two New MakerBot Stores in Boston and Greenwich, Conn.

*Just in Time for the Holidays – Tech Company Expands Retail Experience*

BROOKLYN, N.Y.--(BUSINESS WIRE)-- Boston and Greenwich are getting a MakerBot Store! MakerBot, the global leader in desktop 3D printing and scanning, is scheduled to open two new retail stores this holiday season. The MakerBot Store in Boston will be located in the busy downtown-shopping district at **144 Newbury Street**. The MakerBot Store in Greenwich, Conn., will also be located in the area's top shopping destination at **72 Greenwich Avenue**. The new stores will showcase MakerBot's innovative 3D printers and scanner and will feature the MakerBot 3D Photo Booth, workshops and unique 3D printed gifts. The soon-to-be opened MakerBot Stores in Boston and Greenwich are currently hiring staff and those interested in working for one of [The World's Top 10 Most Innovative Companies in Consumer Electronics](#), as named by *Fast Company*, should apply online at [makerbot.com/careers](http://makerbot.com/careers). The two new MakerBot Stores are planned to open their doors prior to the start of the holiday season. These two new locations are in addition to the company's current flagship [MakerBot Store](#) at 298 Mulberry Street the NoHo district of New York City. MakerBot also sells online and through a global network of resellers throughout the world.



MakerBot, the leader in desktop 3D printing, is opening two new MakerBot Retail Stores in Greenwich, Conn., and Boston. The company currently has a MakerBot Store in New York City. (Photo: Business Wire)

MakerBot is a Brooklyn-based 3D printing company and its award-winning MakerBot® Replicator® 2 Desktop 3D Printer has been heralded as *Time* magazine's Best Inventions of 2012, *Popular Mechanics'* Editor's Choice Award for Overall Winner - Best 3D Printer, received a *TechCrunch* Crunchies award for Best Hardware Startup, a *Popular Mechanics'* Product of the Year

designation, a Gold Edison Award for Best Design, and was a *Fast Company* Innovation by Design Award Winner 2012. The MakerBot® Digitizer™ Desktop 3D Scanner, released this

fall, was just named a *Popular Mechanics*' Breakthrough awardee.

"Boston and Greenwich are great retail environments and we are excited to bring the MakerBot Store to both cities," noted Bre Pettis, CEO of MakerBot. "This is also a homecoming of sorts for some of our employees as many attended schools in the area; our president, Jenny Lawton, has also been a retail fixture in Greenwich, Conn., and ran her own tech company in the Boston area."

Lawton is a long-time tech industry executive and is one of the top women in technology. A few years ago, she took a break from the high tech world and ran two successful independent bookstores, Just Books in Greenwich and Old Greenwich, as well as owning Arcadia Coffee in Old Greenwich, Conn. In Boston, Lawton was founder of an information technology consulting firm that was recognized on the 1998 *Inc.* 500 list of the fastest growing privately held U.S. companies and on the Deloitte and Touche Fast 50 and Fast 500 lists for 1997 and 1998.

"Boston and Greenwich are both terrific, tech-savvy communities, so it seemed natural to expand the MakerBot Store presence in these two areas," noted Jenny Lawton, president of MakerBot.

When scouting for a new location for the MakerBot Store, Lawton stated that she believed Boston and Greenwich would make great retail markets for the company. "We considered locations all around the world, but knew these two neighborhoods offered vibrant retail communities," she said. Lawton noted that the MakerBot Store in New York City, which opened in 2012, has become a very successful venture for the company, and is one of the few places in the New York City areas where you can walk in and walk out with a MakerBot product. The MakerBot Store in New York City has become so popular that it is often touted as a tourist destination and has school groups visiting for field trips and visitors from around the world that make the MakerBot Store a must-see place to visit. In addition to the MakerBot Stores, MakerBot also sells its popular MakerBot Replicator 2 Desktop 3D Printer, MakerBot Digitizer, and MakerBot Filaments both online and through retail partners, such as Microsoft Stores.

Visitors to the MakerBot Store in Boston and Greenwich, as well as the New York MakerBot Store, will have the unprecedented opportunity to experience the wonder of MakerBot 3D printing technology, such as the MakerBot Replicator 2 Desktop 3D Printer and the MakerBot Digitizer Desktop 3D Scanner, live and in-person. Patrons will also have the chance to purchase amazing 3D-printed gifts and accessories made on MakerBot Desktop 3D Printers created at the company's Brooklyn workshop.

The MakerBot Replicator 2 Desktop 3D Printer and MakerBot Digitizer Desktop 3D Scanner will also be available for immediate purchase at the MakerBot Store, as will MakerBot PLA and an assortment of ABS Filament, available in more than 30 colors.

Other attractions scheduled to be at the Boston and Greenwich MakerBot Stores that are sure to delight 3D printing enthusiasts, from hobbyists to professional engineers and designers, include:

- A MakerBot Gum Ball machine with a variety of MakerBot-made miniature 3D printed keepsakes to choose from – look for iconic Greenwich and Boston specialty-themed

items

- Ongoing demonstrations by MakerBot 3D Design staff
- Really cool 3D project installations and window displays made on MakerBot Desktop 3D Printers
- Coming soon – The MakerBot Photo Booth – have your photo taken and then printed in 3D! The popular MakerBot Photo Booth takes just minutes to create a 3D portrait file, which you can then take and create other 3D creations with, or have MakerBot print a 3D portrait or bust
- And much, much more

The two new MakerBot Store location and hours are:

**Boston:**

MakerBot Store  
144 Newbury Street  
Boston, MA 02116  
store@makerbot.com  
[makerbot.com/retail-store](http://makerbot.com/retail-store)  
Open: Mon-Sat 12 PM-7 PM; Sun 12 PM-6 PM

**Greenwich:**

MakerBot Store  
72 Greenwich Avenue  
Greenwich, CT 06831  
store@makerbot.com  
[makerbot.com/retail-store](http://makerbot.com/retail-store)  
Open: Mon-Sat 12 PM-7 PM; Sun 12 PM-6 PM

## **About MakerBot**

**MakerBot**, a subsidiary of Stratasys, Ltd., is leading the Next Industrial Revolution by setting the standards in reliable and affordable desktop 3D printing. Founded in 2009, MakerBot has built the largest installed base of desktop 3D printers sold to innovative and industry-leading customers worldwide, including engineers, architects, designers, educators and consumers. The MakerBot 3D Ecosystem drives accessibility and rapid adoption of 3D printing and includes: [Thingiverse.com](http://Thingiverse.com), the MakerBot [Digitizer](#) Desktop 3D Scanner, the MakerBot [Replicator](#) line of Desktop 3D Printers, [MakerWare](#) software, [MakerCare](#), the MakerBot retail [store](#), and strategic partnerships with top-tier brands. MakerBot has been honored with many accolades, including *Popular Mechanics*' "Overall Winner" for best 3D printer, *Time Magazine*'s "Best Inventions of 2012," *Popular Mechanics*' "Editor's Choice Award," *Popular Science*'s "Product of the Year," *Fast Company*'s "One of the World's Top 10 Most Innovative Companies in Consumer Electronics," and many more. Join the Next Industrial Revolution by following MakerBot at [makerbot.com](http://makerbot.com).

## **About Stratasys**

**Stratasys Ltd.** (Nasdaq:SSYS), headquartered in Minneapolis, Minn. and Rehovot, Israel, manufactures 3D printers and materials for prototyping and production. The company's patented FDM<sup>®</sup> and PolyJet<sup>®</sup> processes produce prototypes and manufactured goods directly from 3D CAD files or other 3D content. Systems include 3D printers for idea development, prototyping and direct digital manufacturing. Stratasys subsidiaries include MakerBot and Solidscape and the company operates the RedEye On Demand digital-manufacturing service. Stratasys has more than 1500 employees, holds over 500 granted or pending additive manufacturing patents globally, and has received more than 20 awards for its technology and leadership. Online at: [stratasys.com](http://stratasys.com) or [blog.stratasys.com](http://blog.stratasys.com).

## **Cautionary Statement Regarding Forward-Looking Statements**

Certain information included or incorporated by reference in this press may be deemed to be “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements are often characterized by the use of forward-looking terminology such as “may,” “will,” “expect,” “anticipate,” “estimate,” “continue,” “believe,” “should,” “intend,” “project” or other similar words, but are not the only way these statements are identified. These forward-looking statements may include, but are not limited to, statements relating to the company’s objectives, plans and strategies, statements regarding the company’s products and their expected performance, statements that contain projections of results of operations or of financial condition (including, with respect to the MakerBot merger) and all statements (other than statements of historical facts) that address activities, events or developments that the company intends, expects, projects, believes or anticipates will or may occur in the future. Forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties. The company has based these forward-looking statements on assumptions and assessments made by its management in light of their experience and their perception of historical trends, current conditions, expected future developments and other factors they believe to be appropriate. Important factors that could cause actual results, developments and business decisions to differ materially from those anticipated in these forward-looking statements include, among other things: the company’s ability to efficiently and successfully integrate the operations of Stratasys, Inc. and Objet Ltd. after their merger as well as the ability to successfully integrate MakerBot into Stratasys; the overall global economic environment; the impact of competition and new technologies; general market, political and economic conditions in the countries in which the company operates; projected capital expenditures and liquidity; changes in the company’s strategy; government regulations and approvals; changes in customers’ budgeting priorities; litigation and regulatory proceedings; and those factors referred to under “Risk Factors”, “Information on the Company”, “Operating and Financial Review and Prospects”, and generally in the company’s annual report on Form 20-F for the year ended December 31, 2012 filed with the U.S. Securities and Exchange Commission and in other reports that the Company has filed with the SEC. Readers are urged to carefully review and consider the various disclosures made in the company’s SEC reports, which are designed to advise interested parties of the risks and factors that may affect its business, financial condition, results of operations and prospects. Any forward-looking statements in this press release are made as of the date hereof, and the company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20131016006511/en/>

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