

Hitcents has made quite an impression

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By The Daily News

In the past few years, Bowling Green has been acknowledged as a leader in hosting nationally recognized businesses, and now Bowling Green-based Hitcents joins this elite group.

The company was ranked No. 191 on Inc. Magazine's list of the top 500 fastest growing companies in the United States.

Hitcents, located at 2425 Nashville Road, ranked 17th in the list's software category and the two founding brothers, Chris and Clinton Mills, ranked fifth on the magazine's list of the top CEOs under 30.

It is quite impressive that two 25-year-olds have managed to accomplish this much in the relatively short time they have been involved in the company.

Hitcents has proven to be quite a fruitful business venture. Last year, the company made \$3.1 million building Web sites, self-checkout software systems for retail stores and other technology applications - three years sales growth came in at 1,099.8 percent.

The Millses give a lot of credit to the more than 50 employees who work there.

This company is growing at a very substantial rate and no doubt the quality and effort of the work force is a big factor in where the company is today.

Adaptability has also played a key role in the company's growth and success. The company originally focused on building Web sites, but it now has five divisions - Web development, information technology, Utopia Self-Scan Solution, Omniprise Enterprise Resource Planning and Eyeon Home/Commerical Augmentation.

Jim Hizer, president and CEO of the Bowling Green Area Chamber of Commerce, hit it right on the head when he said that Hitcents is a southcentral Kentucky success story.

Hitcents has certainly done well and has the potential to go very far - not bad for two brothers who started while still in high school focusing on Internet advertising.

Indeed, it is quite a success story.