

Dotster Recognizes That, Socially Speaking, One Size Doesn't Fit All

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*Dotster Connect expands to give businesses new options
for leveraging online communities*

Vancouver, WA – **Dotster**, a leading provider of Internet business services, announces the expansion of its **Dotster ConnectSM** user-community platform. Building on the two levels of service previously available through Dotster Connect—known simply as Small-Medium Business and Enterprise—this expansion gives companies of any size the ability to reap the benefits of online communities and next-generation social networking, such as reduced marketing expenses, increased productivity, lower recruiting and training costs, shorter development time and fewer customer support calls.

"Online user communities that include social networking and social media applications are becoming a vital part of many corporate web strategies," said Catherine Brown, Director of Online Communities for Dotster. "The additional levels of service we've added to Dotster Connect will give every company, from small, independent businesses and individuals through enterprise-level corporations a chance to engage their customers, prospects and employees in a way that creates tangible business results."

These four levels of service are:

- **Silver** (formerly SMB): Ideal for small businesses, this package includes many features previously reserved for much larger companies, such as member profiles, home pages, "friending" and content submission tools, as well as a powerful control panel and other administrative features, at an affordable price-point.
- **Gold**: Designed for mid-sized communities, this package includes a robust feature set that includes forums, newsletters and video, as well as greater design flexibility.
- **Platinum**: This level of service offers additional feature sets for companies that require applications such as Flash, mobile integration, instant messaging and widget support.
- **Enterprise**: For the enterprise customer or those who need to establish a large, feature rich user community, this level of service includes more than 400 features including multi-language and sub-site capabilities, complete customization options and integration with existing content management systems.

"Dotster is deeply committed to providing the online tools and advice that our customers need to be successful in their business, and Dotster Connect is one of these important tools," said Clint Page, CEO of Dotster. "With Dotster Connect, our customers can experience increased customer loyalty, reduced costs and improved ROI, while economically adding capabilities as their business and communities grow."