

## **Piczo hosts its social networking site at Interxion**

**Dublin, July 31, 2007** - Interxion, the leading provider of premium carrier-neutral data centre and managed services in Europe, today announced that it has been selected by social networking community, Piczo to host its online community at its data centre in Dublin, Ireland.

Launched less than three years ago, Piczo, headquartered in San Francisco, is a leading safe online community targeting teenagers around the world. It has grown to attract more than 10 million unique visitors and over 2 billion monthly page views. The space gives teenagers the freedom and tools to express themselves and connect with friends in a safer social networking environment.

Piczo was looking for a European location at which to host its Internet and communications infrastructure, as the site was attracting over 50% of its community from within Europe. It wanted to ensure that its growing European user base gained and shared the same experience as its members in the US. Previously, the user experience for those based in Europe had not been optimized due to the technicality of having European user's access IT infrastructure based in the US. As the company grew and focused its resources on providing the 'best' user experience in a highly competitive environment for social networking it decided to host some of its Internet infrastructure in Europe in order to rectify the website performance issues.

Interxion Ireland data centre in Dublin was selected because of its accessibility, Interxion's proven track record of supporting web based businesses, carrier neutrality, data centre resilience and low latency to the US and Asia.

Allan Mogar, Piczo, commented: "Interxion Ireland met all our requirements. They took the time to understand our specific needs and offered a robust, scalable technical framework to host our social networking environment. On signing with Interxion, we were up and running in under 3 weeks and we have achieved 100% uptime since then in Europe, ensuring that our European members are receiving a fantastic user experience."

The Piczo infrastructure is hosted within Interxion Ireland data centre in Dublin in a high density blade server environment. The data centre offers the highest level of security, uninterruptible power supply, cooling, fire detection and prevention and operational support to guarantee 24/7 availability to the Piczo online community. Management and operation of a high density environment requires specialist knowledge across a range of data centre disciplines including power and cooling design, engineering and operations, in all of which Interxion experience is unmatched.

"The Interxion Ireland team very quickly demonstrated an understanding of our needs and were enthusiastic about our expansion into Europe. Their track record in delivering and operating high density blade server environments meant we were confident that they could meet our needs and support us as our network grows in Europe," continued Moger.

“Today there are more and more social networking sites entering the market and in order to succeed, the user experience needs to be second to none. Any downtime or increase in download time will frustrate the user and means that they can easily go elsewhere.”

“Interxion has an excellent track record of working with the most demanding service providers that require resilient IT infrastructure and connectivity, and cannot tolerate any outages of their services, from financial services to online gaming environments,” said Anthony Foy, Group Managing Director of Interxion.

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About Interxion:

Interxion is Europe’s leading provider of carrier-neutral data centre and managed services. With 22 data centres across Europe, it has the largest data centre footprint and supports over 1,000 customers including enterprises, systems integrators, Internet Service Providers, hosting and telecommunications companies. In Interxion data centres customers have access to 15 major European Internet exchanges and 460 ISP/Carrier networks. Interxion data centres meet the most stringent industry requirements, offering highest level of security, 2n availability of power, and a multiple and cost effective choice of connectivity solutions.

For more information see [www.interxion.com](http://www.interxion.com)

About Piczo, Inc.

Headquartered in San Francisco, Piczo, Inc., empowers teens worldwide to creatively express themselves, build personal communities, and share ideas and experiences with their friends in a safer online environment. Piczo’s customizable content, colourful graphics, glitter text, video games and photo editing tools spotlight member creativity without requiring technical know-how.

Piczo was started in 2004, when 100 emails were sent to potential users, and through word of mouth, Piczo grew to 12 million unique visitors a month.

Piczo facts

- 28 million registered user accounts
- 12.5 million monthly uniques generating nearly 2 billion monthly page views
- Created for teenagers worldwide, Piczo users are typically 13 to 16 years old
- Ranked no.5 teen site worldwide
- Recently named by Hitwise as most likely to be the next YouTube

For more information see [www.piczo.com](http://www.piczo.com)