

## mail2web.com Gets a Big Makeover: Re-launches Web site and Services

*SoftCom Inc. redefines the [email hosting](#) industry with the re-launch of mail2web.com.*

Toronto (Vocus) June 24, 2009 -- SoftCom Inc. overhauls one of its largest brands, mail2web.com, a destination for millions of Webmail users and a leading provider of email hosting services to customers worldwide. The company is re-launching the popular brand today with a new focus on [mobile email](#) and the mail2web.com community.

"We want it to be more than a just a Web site about our email hosting services," said Celal Ulgen, chief marketing officer of SoftCom. "We want to embrace the mail2web.com community and bring it together. It's a place where people can come and ask questions on forums, comment on blogs, and discuss their ideas. The new site is very community-centric now."

mail2web.com offers email hosting services that target smart phone owners with its Mobile Email service . With the re-launch, there is a bigger focus on Activesync based push email, [Blackberry email](#) and [iPhone email](#) for the casual crowd. The unveiling of the new Web site launch coincides with the launch of mail2web.com Community Portal featuring a new forum, blog and ideas Web sites.

"It is a very consumer-centric product," Ulgen said, referring to the Mobile email solution. "With our email hosting solutions, we bring Mobile Email and a host of features to every smart phone user from CEO's to students at an affordable price and in a very simplified fashion."

Some of those features include:

- Real-time push email delivery to smart phones
- Sync email, contacts and calendars
- Consolidate multiple email addresses into one mail2web Mobile Email account
- Synchronized email on Outlook or Entourage Desktop email clients
- Browser based access to email, contacts and calendar via Outlook Web Access (OWA)

The company recently hired Mark Salerno as the head of technology to help scale the email and Web hosting services infrastructure and to continue innovating, as the mobile communication services market evolves.

"Mark is a perfect fit for that role," said Turker Sokullu, CEO of SoftCom. "He's an industry veteran with more than 10 years of experience in the Web hosting space. He brings a wealth of subject matter expertise as well as years of executive management experience to our company. We are lucky to have him on board."

With this re-launch, mail2web.com will now offer a wider selection of mobile email services, combined with improved Web site functionality and overall customer experience.

"Providing email and Web hosting services is our passion," said Turker Sokullu, CEO of SoftCom. "With the redesigned Web site and the new streamlined service options, our customers will continue to benefit from affordable and reliable email hosting services. This new launch demonstrates our commitment to providing innovative email hosting choices for our worldwide base of customers."

About mail2web.com



[mail2web.com](http://mail2web.com) is owned and managed by SoftCom Inc., a privately held company headquartered in Toronto, Canada. Founded in 1997, SoftCom provides reliable and cost effective email and Web hosting services to more than 10 million customers with support of 26 languages in 140 countries worldwide. The mail2web.com name and the logo are registered trademarks of SoftCom Inc.

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### **Contact Information**

**Tim Atwood**

Softcom Technology Consulting Inc.

<http://www.arkworkspro.com/>

+1-416-957-7414

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