

## SoftCom Partners with Switch and Data to Focus on Growing its Web Hosting and Business Communication Services

**TAMPA, Fla. – November 9, 2009** -- Switch and Data (NASDAQ: SDXC), a leading provider of network-neutral data center and Internet exchange services, announced today that SoftCom Inc., the leading provider of [Web Hosting](#) and [Business Communication services](#) has relocated its data center operations to Switch and Data's 151 Front Street facility in downtown Toronto. SoftCom has decided to move its operations from a carrier's datacenter and expects to benefit from improved cooling capacity to scale its operations, a choice of providers for better redundancy, and improved performance and reliability which will allow it to focus IT resources on new product development and customer support.

SoftCom was founded in 1997 and is committed to providing premium web hosting, online collaboration, and business communication services at a superior value. Through its [myhosting.com](#) and [mail2web.com](#) brands, the company serves 2.5 million users in 140 countries worldwide with a focus on strong customer service. SoftCom provides services in a highly-competitive market and views customer retention as key to its success. An important element of SoftCom's strategy was to align itself with a leading data center operations provider to free up its IT team to focus on customer deployments and introducing new services.

"We chose Switch and Data as our data center provider because it is best in class," said Mark Salerno, Vice President of Technology at SoftCom Inc. "Customers trust us to host their corporate email, websites and e-commerce products and expect the highest level of service with no downtime. By working with a leader in Switch and Data, we are able to focus our IT team's time higher up the service stack, serving customers and developing new offerings to keep them satisfied and loyal."

SoftCom was using a carrier to provide a bundled data center transit solution. It was compelled to move after its carrier was unable to provide additional cooling capacity to scale its deployment. This was causing a variety of challenges that consumed a remarkable amount of its IT staff's time to manage. After an extensive evaluation, SoftCom chose Switch and Data's 151 Front Street Toronto site due to its reputation for resiliency and reliability, its high density power and cooling design, and the ability to access multiple Internet transit providers to add redundancy to its design.

"Our relationship with SoftCom is indicative of our focus to provide our customers with the capacity they need to grow and the service they need to satisfy their own customers," said Ernie Sampera, Senior Vice President and CMO for Switch and Data. "Switch and Data works with managed service providers (MSPs) like SoftCom to better understand and address the industry problems they face. Furthermore, our attention to customer service enables MSPs to provide the highest level of customer service addressing the ever-changing demands of their customers."

Switch and Data's 151 Front St. Toronto data center provides enhanced resiliency for SoftCom's infrastructure with resilient and redundant cooling, UPS and generator systems plus 24x7 site security, environmental and infrastructure monitoring, and technical support. The site offers plenty of room for growth and has been designed to provide high-density power and cooling for the latest generation of servers.

### About SoftCom Inc.

Founded in 1997, SoftCom Inc. is an industry leading provider of Web Hosting and Business Communication services to more than 2.5 Million users with support of 26 languages in 140 countries worldwide. [myhosting.com](#) and [mail2web.com](#) brands are owned and managed by SoftCom.

SoftCom is a Microsoft Gold Partner and a member of Research in Motion (RIM) Blackberry Alliance program.

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## **About Switch and Data**

Switch and Data is a premier provider of network-neutral data centers that house, power and interconnect the Internet. Leading content companies, enterprises and communications service providers rely on Switch and Data to connect to customers and exchange Internet traffic. Switch and Data has built a reputation for world-class service, delivered across the broadest colocation footprint and richest network of interconnections in North America. Switch and Data operates 34 sites in the U.S. and Canada, provides one of the highest customer satisfaction scores for technical and engineering support in the industry, and is home to PAIX® — the world's first commercial Internet exchange.

Important information about Switch and Data is routinely posted to the investor relations section of the company's website [www.switchanddata.com](http://www.switchanddata.com). For copies of all Switch and Data press releases and SEC filings, please visit the website. To automatically receive Switch and Data financial news by email, please visit the website and subscribe to Email Alerts. Investors are encouraged to check Switch and Data's website frequently to access the most up-to-date information.

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