



Press Contact

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For Immediate Release:

GoIWX attends Microsoft Convergence and leaves with Partnerships and more

Service offering of IT hosting with noncompetitive approach receives warm welcome

Orlando, FL — January 28, 2008 — GoIWX, a leader in IT hosting, Software Plus Service (S+S) Software as a Service (SaaS), today announced Michael Swan has been hired to the position of Director of Marketing and Communications, GoIWX, reporting to RJ Burgess, President/CEO.

In making the announcement, RJ Burgess, said, "Our recent growth in terms of advanced ERP and CRM hosting customers and sales success has led us to seek out a skilled marketing person dedicated to communicating the benefits of implementing our proven IT and Application hosting solutions utilizing Dell servers, Tier 3 network and on Microsoft platforms. Our clients are able to predict profitability in IT immediately."

Formerly an advertising design studio owner, Swan will be responsible for overseeing all creative including online, offline and developing marketing communications. A robust schedule of customer/partner relation initiatives are to begin within the month including the development of case studies, press relations and engaging heavily with partners including Microsoft and our Channel Partners. As part of this newly created position he will also be integral to the crafting of graphic design elements, associated marketing and online initiatives and will work as a member of GoIWX's executive staff on the production of advertising and media relations.

Commented Mark Picknell, CIO, GoIWX, "We have been impressed by the exceptionally high standard of Swan's previous work. Whilst he was working for himself he delivered some incredibly original, edgy work. His recent work on our website has won accolades from customers around the world. In this new role, all of our partners on the coasts, Europe and Asia will be able to benefit from his talent."

Swan notes, "GoIWX's recent projects really showcase a heightened level of technical sophistication for the S+S and SaaS hosting models. The competitive advantages of hosting access in more than 55 locations across North America offers incredible accessibility, provides quicker response times and keeps IT dollars where they should be spent, in developing more internal talent with enterprise software rather than infrastructure. I'm looking forward to telling the story of how we are leading the way in providing proven, predictable access to secure data and corporate communications. Having a non-competitive approach with our partners provides us a real advantage in engaging with partners for the long view in a industry where technology changes so quickly."

Michael Swan has developed successful advertising design since 1995. Before GoIWX he worked as an marketing and advertising designer for clients nationwide, in the UK and Asia as



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well as co-developing an online content management software (CMS) program. Among hundreds of clients served are B.I.I., Giants Ridge Properties, Mariner Software, Digital River and Lifetime Fitness.

About Go!Wx:

Founded in 1995, Go!Wx is a leading provider of IT Hosting—services that link business and IT. Our products and services have helped many companies reduce IT administration and increase integration in business tasks. Go!Wx is a privately held corporation based in Minneapolis, MN. For more information about Go!Wx, call 1-952-258-6300 or visit www.Go!Wx.com

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