

## **PRESS RELEASE**

*Hall Marketing, Inc.*

### **Hall Marketing Partners With Industry Leaders**

**Thursday, March 16, 2006**

**Scarborough, Maine** – Hall Marketing has announced a partnership with Rackspace of San Antonio, Texas to increase the scalability and reach of Hall's web hosting infrastructure. This partnership will enable reliable delivery of Hall's high demand HM Solo Content Management and HM Shop eCommerce web software.

"This partnership is the next great step in our growth. Our secure content management system is in high demand. We need a network and partners ready to handle that demand," Said Hall CEO Thomas Hall, "We are at a point where working with industry leaders, like Rackspace, makes sense for us and is the best way we can meet the needs of our customers in a high growth environment."

Hall will invest \$60,000 in infrastructure over the next four years to create a leading-edge system to deliver their managed web services, including the HM brand of web-based software products. To complete this upgrade, Hall Marketing, a Microsoft Partner, will be utilizing technology from Microsoft, Cisco, SW Soft to EMC<sup>2</sup>.

"We are pleased to have Hall on board with us", said Rick Vaughn of Rackspace, "This is a great opportunity for all involved." Through this partnership, Hall will own all hardware, servers and firewalls, while Rackspace will provide data connectivity, power and security. Hall customers will enjoy the same server infrastructure used to deliver the ESPN Network of websites, the NFL.com Network of websites and all the websites in Microsoft.com family.

#### **About Hall**

Hall Marketing provides referral only, business to business, full service web services to companies of all sizes. Hall has offices in Maine, Nevada and California. Established in 1999, Hall Marketing has over 250 customers worldwide.



#### **About Rackspace**

Located in San Antonio, Texas, Rackspace provides data storage and high end managed connectivity for such companies as GE, Microsoft, 3M, Motorola, Delta Airlines, Siemens, Humana, Pfizer, Cisco Systems, Oracle, Hilton, Virgin, Sony Music, NFL.com, Columbia House, Hershey's, The Scotts Company, Bristol-Myers Squibb Company, CBS News, ESPN, ABC Cable Networks and now Hall Marketing.



**For more information visit [www.hallme.com](http://www.hallme.com).**

#### **Press Contact:**

Thomas Hall

Hall Marketing

[tom@hallme.com](mailto:tom@hallme.com)

[www.hallme.com](http://www.hallme.com)

207-885-0694 ext 101