

PRESS RELEASE

Hall Web Services, Inc.

Hall Announces Exclusive Search Software Partnership with Global Soundings, LLC

Thursday, January 8, 2009

Portland, Maine – Hall Web Services today announced their strategic alliance with Global Soundings, LLC, a Software as a Service (SaaS) development company. This partnership allows Hall to be an exclusive partner for Global Soundings, an enterprise-level search marketing tool, for up to 12 months. Hall plans on immediately using the tool to replace the previously cumbersome task of generating manual search ranking reports to clients.

"We are very pleased about the time and efficiency we'll gain through the use of Global Soundings," said Tom Hall, President and CEO of Hall, "Global Soundings allows analysis of search ranking data to an extent never before available, allowing us to provide a better level of service to our clients and spot search engine trends as they happen."

"After years of using other software, Global Soundings is a massive step forward," added Fred Greenhalgh, Internet Marketing Manager at Hall. "Already we have saved hundreds of hours by using the tool, and we're able to put that time into analyzing data, providing recommendations and giving strategic advice to our customers."

The primary feature of Global Soundings is the ability for search marketing firms to track keyword rankings for multiple clients and multiple websites. Search marketing professionals can also use high-end analysis tools provided by Global Soundings, such as the ability to view historical data on competitors for any given keyword and to receive alerts when important keywords shift up or down.

All Hall organic search marketing customers will immediately receive logins to the software free of charge, according to Greenhalgh: "We look forward to a greater level of transparency with our search marketing campaigns."

About Hall Web Services

Hall Web Services of Portland, Maine specializes in helping small to medium sized businesses achieve their goals online by partnering with them to create a comprehensive web strategy. Hall's services include web design and development, managed hosting, comprehensive internet marketing and inbound marketing strategies and multimedia production.

About Global Soundings, LLC

Global Soundings, LLC is a Software as a Service (SaaS) development company specializing in tools to assist the search marketing professional. Their signature product is Global Soundings, an enterprise-level search ranking tracking and reporting tool that enables firms to provide dynamically created reports to clients from ranking data collected daily.