

**PRESS RELEASE**  
*Hall Web Services, Inc.*

**Hall Web Services' Outstanding Customer Satisfaction Showcased in NetPromoter Survey Results**

**Monday, January 21, 2008**

**Scarborough, Maine** – Hall Web Services, a Maine-based web development and internet marketing company, today announced an impressive 85% Net Promoter Score (NPS) based on the results of an internal survey. The NPS indicates customer loyalty and satisfaction by measuring the percentage of customers likely to recommend a company's products or services to friends or colleagues. A Net Promoter Score of 50% is considered excellent, and 10% is the average among American companies.

"We are very excited to have our customers vote so heartily in favor of our company," said Tom Hall, President and CEO of Hall Web Services. "While what we do makes us a technology company, at our heart we're a customer service organization. We honor our commitment to our customers' success with a 48-turnaround policy on all site updates, 24/7 support, 20 minute support call resolution, and constant innovation in web technology and search marketing strategies."

Hall Web Service's clients were also invited to comment, eliciting such praise as "Although I am certain I am one of your smallest clients I am treated as if you have no other," "Your response to our needs and questions no matter how large or small has been very quick and professional" and "Customer service is fantastic!"

NPS is used by Fortune 500 and industry-leading companies including Amazon.com (73%), Dell (50%), Southwest Airlines (51%), The Vanguard Group (70%), eBay (71%), Apple (66%), Intuit (58%) and Cisco (57%). A high NPS typically correlates with strong growth for a company, and Hall Web Services has been a model company in this regard. In seven years, Hall Web Services has grown from a small local shop to one of the Northeast's most successful web development firms, and one of three vendors selected by Sage Software to be a Preferred Vendor for web design and SEO services.

Hall predicts tremendous growth in 2008 as the firm's reputation for industry leading development capabilities and marketing techniques continues to spread. "While the internet continues to change on a daily basis, the core of what we do doesn't," continued Hall. "We help our customers meet the needs of their customers using advanced technology. We back this mission with proactive, top-notch customer support, and look forward to continuing to exceed the expectations of existing customers while growing in new and exciting ways."

Prospective customers are encouraged to submit an existing web site for analysis by Hall Web Services (<http://hallme.com/web-site-analysis.asp>), or to complete an online client survey for a complimentary internet strategy consultation (<http://hallme.com/client-survey.asp>). Hall Web Services also operates a search marketing blog (<http://hallme.com/blog/>) and weekly podcast (<http://hallme.com/blog/author/podcast/>) with concrete tips for small business website owners.

**About Hall Web Services**

Hall Web Services of Scarborough, Maine specializes in helping small to medium sized businesses and nonprofit organizations achieve their goals online through integrated web development and internet marketing services. Hall's services include web design, managed hosting, search-friendly copywriting, and multi-point internet marketing strategies.

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