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BIGfrontier for midPhase

MidPhase Officially Relaunches Company with new Vision, Website and Hands Free Design Solution: DesignPhase

Chicago, IL July 16, 2008: midPhase, Inc, a shared hosting company, has officially relaunched following its acquisition in December 2007 by UK2, with a new vision, website and solution that is summed up with one thought: technological expertise should not be a barrier to having an online presence; midPhase provides the tools and solutions to provide everyone with a professional website. midPhase is the premier shared hosting company for individuals and small businesses that are looking for hands off online turnkey solutions, allowing them to focus on running their businesses.

The new website reflects this philosophy with a suite of packages that includes \$6.95 hosting and DesignPhase, an exclusive new solution that provides a customer with no design or online experience whatsoever to launch a professional website and have it customized, for as little as \$59 a month. The new website represents the first major revision, redesign and upgrade since midPhase was acquired.

“Our new website reflects our philosophy: the widest array of easy to access, understand and use services for online customers of any level of technological competency. We don’t want anyone intimidated by the Internet. We want to make the process of having an online presence as painless as possible and give our customers a professional site, even if they’re afraid of using a mouse. A customer can literally send us text, pick out a design from the catalogue of over 10,000 , and have a professionally designed website up in less than two days,” says Marc Bollinger, General Manager of midPhase.

DesignPhase provides customers with access to over 10,000 designs including wordpress, Joomla and phpBB designs. Designs can be changed every year and customers have access to 30 minutes of content additions and updates every month. There is no setup fee and the \$59 a month fee includes access to professional design teams. The hosting package also includes 750 GB of storage, 10 TB data transfer, 99 MySQL databases and nightly backups.

About midPhase:

midPhase provides budget, shared, advanced and other types of web hosting services to a wide range of clients ranging from small business to individuals, and currently hosts over 120,000 websites. midPhase is dedicated to providing the widest array of easy to use tools and solutions to customers seeking an online presence, ranging from advanced users to those with little or no technological expertise. midPhase is able to distinguish itself from countless other providers by offering an incredible value to their customers; a combination of advanced products and affordability has helped midPhase retain a record breaking growth pattern, faster than the industry average every month since inception. midPhase is part of the UK-2 Group (uk2group.com) www.midphase.com