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Hostopia Wins Best-in-Class Marketing Award

BMMA recognizes Hostopia for SNAP, innovation in migration technology

SHOREVIEW, Minn., April 26 /PRNewswire/ -- Hostopia, a Deluxe (NYSE: DLX) company and leading provider of web services for small and medium-sized businesses, was awarded the 2009 Marketing Innovation Award by the Broadband Multimedia Marketing Association (BMMA). Hostopia received the award for its new migration technology, called SNAP.

SNAP is a new technology developed and deployed by Hostopia to help Internet service providers migrate e-mail users to new platforms. The technology specifically eliminates the risks of service interruption, e-mail content errors and the end-user churn that can result from these common migration issues.

"Seamless Internet and e-mail performance is critical to our small and mid-sized business customers," said Dave Murphy, vice president, marketing, Hostopia. "We built SNAP to protect their experience and it is an honor to be recognized for the innovation."

"The BMMA recognized SNAP because it is a mass mail migration solution that greatly minimizes impact on the service provider and its e-mail customers," said Ellis Hill, BMMA executive director.

Hostopia has used SNAP to successfully migrate more than 100,000 e-mail accounts across 34,000 domains, totaling more than 5 Terabytes of e-mail data from a variety of legacy e-mail platforms operated by aPlus.net to Hostopia's EasyMail platform, featuring WebMail 6.0. Hostopia is currently in discussion with a number of other large service providers to migrate their e-mail platforms using SNAP.

About Deluxe Corporation

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, the Company helps small businesses and financial institutions attract and retain customers. The Company employs a multi-channel strategy to provide a suite of lifecycle driven solutions to its customers. In addition to its personalized printed products, the Company offers a growing suite of business services, including logo design, payroll, web design and hosting, other web-based services, and business networking to help small business grow. In the financial services industry, Deluxe sells check programs and fraud prevention, customer loyalty and retention programs to help banks build lasting relationships and grow core deposits. The Company also sells personalized checks, accessories and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

About Hostopia

Hostopia is a leading provider of web services that enable small and medium-sized businesses to establish and maintain an Internet presence. The company's customers are communication services providers, including telecommunication carriers, cable companies, Internet service providers, domain registrars, and web hosting service providers. Hostopia's customers purchase their web services on a wholesale basis and resell these services under their own brands to small and medium-sized businesses. The company provides customers with the technology, infrastructure, and support services to enable them to offer web services, while saving them research and development as well as capital and operating costs typically associated with the design, development, and delivery of web services.

Nexthaus, Hostopia's wireless mobility technology unit, is a global leader in data and device synchronization and has developed industry-recognized SyncML solutions that feature wireless interoperability between PC's, handheld devices and mobile phones. For more information, visit www.hostopia.com and www.nexthaus.com.

About the BMMA

The Broadband Multimedia Marketing Association (www.bmma.us) is an international organization whose goals are to advance the adoption and use of broadband services, help telephone companies (telcos) offer the best broadband services possible, and identify key industry success factors as well as best marketing practices.

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