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## Hostopia Solves Mass Email Migration Problems With SNAP

**Innovative new technology helps service providers move email users to new platform with minimal churn**

SHOREVIEW, Minn., Nov. 9 /PRNewswire-FirstCall/ -- Hostopia, a business unit of Deluxe Corporation (NYSE: DLX), announced today that it has successfully developed and deployed SNAP, a new technology that helps migrate email users without the risks of service interruption, email content errors and the end-user churn that can result from these problems.

"We've named our new migration system 'SNAP'. It easily and consistently solves well-known problems affecting service providers who want to move email users to a new platform," said Dirk Bhagat, Chief Technology Officer, Hostopia. "Many providers are reluctant to upgrade their email systems knowing that users who are migrated are likely to experience email problems such as duplicate entries in their inbox, read emails re-appearing as unread and old emails reappearing with new dates. These and other problems lead to increased support call volumes and end-user churn."

Hostopia's SNAP technology uses real-time content mirroring in parallel with the users' current email system to copy email content in a way that eliminates service issues. SNAP switches the user to the new platform only when all of the information is synchronized, creating a smooth transition with no interruption of service.

Aplus.net, one of North America's largest web hosting providers is currently using Hostopia's SNAP technology to support a large email migration. "We are mid-way through migrating 380,000 email and 80,000 web hosting users to Hostopia's platform," said Ryan Elledge, Aplus.net COO. "We were very concerned about the end-user impact of the planned migration. Hostopia's specialized migration team and their innovative SNAP technology are proving to us that email users can be seamlessly upgraded to Hostopia's platform without service degradation. It helped make our decision in favor of Hostopia."

### *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, business networking and other web-based services 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, stored value gift cards 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](http://www.hostopia.com) and [www.nexthaus.com](http://www.nexthaus.com).

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