

## 2Advanced Studios, LLC. Launches 2advanced.net *Progressive Web Design Agency Launches New Web Hosting Division*

ALISO VIEJO, Calif., — November 20, 2003— Renowned new media agency, 2Advanced Studios, LLC., today announced the official launch of 2advanced.net, expanding on their portfolio of services to now include a flexible and managed web hosting platform. The advent of 2advanced.net is the result of a rapidly emergent base of hosting clientele who over the past year and a half, have unequivocally praised the 2advanced.net platform and have expressed a strong desire to receive continuing “one-stop” services.

In today’s complex arena of technology service providers, 2advanced.net has forged an entirely new vision for what hosting services should be. The combination of unparalleled technical precision, flexible server configurations and an enduring commitment to provide world-class customer service is a challenge seldom met in the hosting arena. In response, 2advanced.net has amassed a team of seasoned industry experts to design and deliver a superior next generation network platform built from the latest in Cisco™ high-speed data communications equipment and dependable IBM™ server class systems.

“The launch of 2advanced.net has been a part of the 2Advanced vision since our inception nearly four years ago,” said Tony Novak, Chief Operating Officer of 2Advanced Studios. “Our rigorous expectations for quality service and superior solutions made it nearly impossible to find a third party hosting partner that 2Advanced Studios could recommend to its clients with assurance. As such, over the past 18 months we have worked diligently to implement and improve our own network which now, confidently and reliably sustains several of our clients.”

Situated on the 2Advanced Studios campus, the 2advanced.net Data Center is over 6,750 sq. feet, equipped with the latest generation of enhancements, and ideally situated on redundant fiber loops. With multiple carrier service, 2advanced.net operates on a redundant Gigabit Fiber backbone with ample growth capacity. This coupled with the company’s enduring commitment to service through a round-the-clock manned facility and live 24x7 telephone-based technical support, are just a few examples of the 2advanced.net commitment to its clients.

With the proliferation of hosting companies throughout the industry, there are very few “true” web hosting providers left these days; 2advanced.net is one of the few that can actually tout a complete on-site infrastructure.

“The growing concern with web hosting today is that you rarely know exactly who you are signing up with,” said John Carroll, Chief Technology Officer for 2advanced.net. “I refer to the phenomenon as ‘Nested Reselling’ and we have seen firsthand how clients can easily end up several providers away from their web sites – Multi-level marketing has gone high-tech and in the end clients stand to lose the most.”

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By contrast, 2advanced.net is dedicated to the notion of superior quality customer service and the highest levels of server uptime availability. The company offers a full range of service level options in order to provide a “custom fit” approach to hosting with complete scalability between platforms. Starting as low as \$12.75 per month on a pre-paid basis, 2advanced.net has developed a complete line of Shared, Virtual Private and Dedicated Server solutions as well as a diverse suite of add-on services such as Macromedia™ Flash Communication Server, Load Balancing, Firewalls and Managed Backup solutions.

For more information on 2advanced.net web hosting services or 2Advanced Studios, please visit [www.2advanced.net](http://www.2advanced.net) or [www.2advanced.com](http://www.2advanced.com).

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**About 2advanced.net**

2advanced.net, located in Aliso Viejo, California offers flexible hosting solutions that offer peace of mind. Built from the latest in high-speed data communications technologies and reliable IBM server class systems, the 2advanced.net Data Center is a state-of-the-art, 6,750 sq. foot facility located on premises with a 24x7 manned Network Operations Center. Hosting packages include Shared, Dedicated and Virtual Private Servers on Windows and Linux platforms, with a wide range of add-on services for a customized solution. For additional information, please visit [www.2advanced.net](http://www.2advanced.net).

**About 2Advanced Studios, LLC.**

Founded in 1999, by President and Co-Founder, Eric Jordan, 2Advanced Studios has quickly evolved into an award-winning new media agency with nearly 20 employees. World renowned for their creative talents in Macromedia Flash design, 2Advanced also offers a wide range of design and development services, including Interactive Design, Development and Backend Solutions, Broadcast Video, 3D Graphics, Multimedia, Identity and Audio Production. In the past year alone, 2Advanced has received significant recognition in more than 30 different magazine articles, contributed to the writing of eight design-related books and was awarded over 20 different design awards for client websites. Located in Aliso Viejo, California, the 2Advanced team constantly strives to push the creative boundaries of technology to deliver high impact new media solutions that create a lasting impression. For more information, visit [www.2advanced.com](http://www.2advanced.com).

**For media inquiries, contact:**

Jami Beaton  
2Advanced Studios  
[jbeaton@2advanced.com](mailto:jbeaton@2advanced.com)  
949.330.7588  
949.584.9669 cell

