

## **2advanced.net Wins AYSO Hosting Account** *Youth Soccer Selects 2ANet to Host Web Infrastructure*

ALISO VIEJO, Calif., — February 9, 2004 — 2advanced.net, a premier web hosting solutions provider, today announced that the American Youth Soccer Organization (AYSO), a nationwide non-profit organization based in Hawthorne, Calif. that develops and delivers quality youth soccer programs, has chosen 2advanced.net to host their newly launched website with a dedicated multi-server environment on their superior next generation platform.

“We checked out the 2advanced.net facility and their capabilities, and we were confident that they could accommodate the necessary equipment and bandwidth,” said Sean Hilferty, Creative Services Manager at AYSO. “And the facility is fairly local to us, which just makes us feel better.”

The AYSO website is the informational hub for the organization’s 50,000 teams, 250,000 volunteers and over 650,000 youth soccer players. 2advanced.net’s parent company, 2Advanced Studios was also recently tasked with reworking several hundred pages worth of content that AYSO houses on their site and consolidating materials to enhance visitor usability to their site. As part of the extensive redesign project, 2Advanced’s development team integrated the Microsoft Content Management Server (MCMS) that now allows AYSO employees to make updates to the majority of the site’s pages without additional third party costs. 2Advanced also designed a custom approval queue workflow process for publishing content and documents within MCMS in an effort to standardize and automate content delivery to the website.

“Using MCMS, along with Microsoft’s SQL 2000 database, and outsourcing the site hosting to 2advanced.net, aligns the final piece of our technology infrastructure with our strategic plan,” said Steven Meisberger, AYSO’s Chief Business Officer.

ASYO’s recent move from Earthlink is just one more testament to high volume clients looking for the personal level of service afforded through a one-stop provider and under the trusted 2Advanced name. AYSO also enjoys 2advanced.net’s convenient local location to their headquarters in Hawthorne, Calif., which enabled them to visit the onsite data center first hand and trust a local network situated literally one “hop” off the AT&T and SBC backbones to the Internet.

“With the newly introduced MCMS (Microsoft Content Management Server) system, we needed to host the site ourselves or we needed managed hosting of servers we would own,” said Hilferty. “Because 2Advanced built the site and the CMS system, we felt pretty confident that they would be able to host it because obviously, they know what it takes to make it work.”

2advanced.net customized a fully dedicated and managed hosting package for AYSO that included three dedicated web servers running the Windows 2003 operating system, behind a common MS-SQL database, with integration of MCMS and a load balancer to sustain AYSO’s significant amounts of traffic. The AYSO website is also backed by 2advanced.net’s superior next-generation platform built from the latest in Cisco high-speed data communication technologies and reliable IBM server class systems, along with 24X7 network monitoring and support.

“I know how important it is to have the peace of mind that your website is up and available 24x7,” said John Carroll, Chief Technology Officer of 2advanced.net. “We are confident that our state-of-the-art

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Data Center, and support services custom-tailored to the needs of AYSO, will ensure that their web presence will never falter.”

For more information regarding 2advanced.net hosting services, please visit [www.2advanced.net](http://www.2advanced.net).

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### **About AYSO**

The American Youth Soccer Organization is a nationwide non-profit organization that was established in the Los Angeles area in 1964 with nine teams. Over the years, AYSO has created many valuable programs and concepts. Most notably, AYSO revolutionized youth sports with its "Everyone Plays" and "Balanced Teams" philosophies. In AYSO, each child who registers is guaranteed to play at least half of every game. To help create evenly matched games, all AYSO players are placed on new or "balanced" teams each year. Today, AYSO has more than 50,000 teams and more than 650,000 players. It also employs 50 people at its National Support and Training Center in Hawthorne, California.

### **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).

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