

For Immediate Release

2advanced.net Names Thomas Anthony as Director of Business Development Former Media Temple Co-founder joins the 2advanced.net Team

ALISO VIEJO, Calif. — *April 12, 2005* — 2advanced.net, a premier Web hosting provider of flexible hosting solutions, announced today that it has appointed former co-founder and CEO of Media Temple, Inc. as their new director of business development.

“Consistent with our continued commitment to provide ultimate value for our Web hosting clients, we are delighted to have an industry expert such as Mr. Anthony join our company,” said Tony Novak, President of 2advanced.net. “Tom brings several years of successful Web services knowledge that will greatly enhance our product offering, while providing unparalleled customer service and support.”

Anthony has over 16 years of industry experience related to design, marketing, technology, and managed Web hosting services. In addition, he is also the original co-founder and former president and chief executive officer of Media Temple, Inc. (mt). Anthony started Media Temple out of his passion for art and design, with a strong business background and absolutely no prior experience in Web hosting services. Through hard work and perseverance, Anthony built one of the more successful, award-winning Web hosting companies in the industry. Today, he brings his knowledge and experience to 2advanced.net.

“My vision for 2advanced.net is really quite simple, I aim to create a one-stop solution for Web design, development and hosting, that leverages the power of our 2advanced.net platform against the award-winning design services of our parent company, 2Advanced Studios,” said Anthony. “There is a lot of demand for a company that has the ability to provide end-to-end services and I feel that 2advanced.net is in a strong position to do so.”

As director of business development, Anthony will focus on growing the 2advanced.net hosting business through strategic partnerships and introducing new technologies, services and a sophisticated reseller program. He plans to focus marketing efforts to better support affiliates and resellers and is working currently to create new programs for 2advanced.net that will enable other hosting entrepreneurs to widely expand their businesses.

“I believe that 2Advanced shares my vision of brand building and I feel confident that I can lend my experience to helping them realize their goals of creating a hosting company that is well designed, well respected, and that will be around long after all the others have been bought out or folded.”

For more information regarding 2advanced.net hosting services, please visit www.2advanced.net.

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About 2advanced.net

2advanced.net, located in Aliso Viejo, California offers flexible hosting solutions that provide 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 fully staffed 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 to create nearly any customized solution. For additional information, please visit www.2advanced.net.

About 2Advanced Studios, LLC.

Founded in 1999, by Co-Founders, Eric Jordan and Tony Novak, 2Advanced Studios has quickly evolved into an award-winning interactive agency with nearly 30 employees in the United States and Japan. 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. 2Advanced is highly noted for its contributions to several major book publications, as well as a wide array of magazine articles, online interviews and industry awards. 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 or call 949.330.7580.

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