

PEER 1 Hosting Expands Ecommerce Eco-System

Point of Purchase Payment Plugin Provider Picks Ping and People

Southampton, 10 October 2011: [PEER 1 Hosting](#), the global online IT hosting provider, is today announcing a partnership with iMegaMedia, provider of ecommerce web design, ecommerce marketing and developer of the [Pay4Later](#) Magento Module plugin, which allows online retailers to offer instant credit to customers.

Today's iMegaMedia announcement follows news that PEER 1 has partnered with retail ecommerce provider [Magento](#), to deliver an optimised hosting solution to online retailers. The Pay4Later Module provides online retailers with point-of-sale finance solutions (including interest free credit, low rate and classic credit) to offer to customers simply by adding the module to an existing Magento store. The Pay4Later finance option is displayed on the product pages and at the checkout. Express checkout buttons can be added to each product page, allowing customers to apply for credit, and purchase the item(s) entirely online, in less than 5 minutes.

Amanda Dunn, Director of Business Development EMEA, PEER 1 Hosting, which recently announced its 100th partner in the UK, said: "PEER 1 is committed to providing the optimal hosting environment for ecommerce. Online shoppers need a fast, secure and convenient shopping experience. With the addition of iMegaMedia's innovative solution to online, point of sale credit, we are able to provide ecommerce businesses with the right technology in the best environment, allowing them access to new sales opportunities."

Paul Tarantino, Managing Director of iMegaMedia said: "We did extensive research as part of the process of choosing PEER1 Hosting as our partner. We considered all of the obvious choices but it quickly became apparent that nothing stacked up to PEER1's offering. Not only is the flexible and scalable service second to none, frankly nobody else can offer the technology.

A big element of this is the fact that PEER1 has its own 10GB FastFibre network. Ecommerce is reliant on online advertising to draw in customers and for shoppers to experience a smooth transaction. The speed impact of the FastFibre network is such that bounce rates and empty

shopping carts will be significantly reduced. In addition, the accountability and security benefits PEER 1 can offer as a result of being in control of its network, is very appealing. This, combined with the in-house expertise and an environment optimised for online retail, means I am confident that we can offer ecommerce businesses the right environment to build their business, 24x7x365.”

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About PEER 1 Hosting

PEER 1 Hosting is one of the world’s leading IT hosting providers. The company is built on two obsessions: Ping & People. Ping, represents its commitment to best-in-breed technology, founded on a high performance 10Gb SuperNetwork™ connected by 17 state-of-the-art data centres, 21 points-of-presence and 10 colocation facilities throughout North America and Europe. People, represents its commitment to delivering outstanding customer service to its more than 10,000 customers worldwide, backed by a 100 percent uptime guarantee and 24x7x365 FirstCall Support™. PEER 1 Hosting’s portfolio includes [Managed Hosting](#), [Dedicated Servers](#) under the ServerBeach brand, [Colocation](#) and Cloud Services. Founded in 1999, the company is headquartered in Vancouver, Canada, with European operations headquartered in Southampton, UK. PEER 1 Hosting shares are traded on the TSX under the symbol PIX. For more information visit: www.peer1.com or www.peer1hosting.co.uk.

About iMegaMedia

Based in London, Staines and Gibraltar iMegaMedia provides the highest level of expertise in the following areas; ecommerce web design, usability (making your website user friendly), ecommerce marketing, (driving customers to your shop), ecommerce business planning, (invoicing and stock control) and ecommerce payment schemes (allowing you to accept a wide variety of online payments). You can depend on iMegaMedia – not just for industry leading programming and design skills but expert business advice too. When you work with iMegaMedia you’ll soon appreciate why many of their clients have been with them from the beginning.

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