

press release

Verio and Doba Announce Referral Partnership

Relationship enables Verio hosting services to be offered to Doba's 45k member network; viaVerio reseller partners can now provide wholesale product resources to customers

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Centennial, Colorado – Verio Inc., a leading provider of hosting and managed services for small to mid-sized companies and partners, and Doba, a leader in online product sourcing, today announced a partnership whereby the two companies will work together to make sourcing and Web hosting services more easily attainable for their respective network of SMB customers and partners.

Doba provides small businesses a web-based platform that links them virtually to wholesale suppliers to facilitate order placement, shipping tracking and status updates. Small business members have access to advanced tools and educational resources to simplify the product sourcing process, and help them grow their businesses. Under the relationship, Doba will refer its more than 45,000 small business members to Verio for Web hosting and managed services.

In exchange, Verio will provide viaVerio® resellers the opportunity to offer Doba's services as a product offering to help their small and medium sized business customers establish an online marketplace. The viaVerio Partner Program provides SMB resellers with access to a variety of high-value hosting and managed services, as well as volume discounts, private label opportunities, and technical, sales and marketing support.

"Doba is pleased to be working with Verio," said Brandon Williams, Executive Vice President of Business Development for Doba. "We believe Verio's Web hosting and managed services offerings will be well-received by our small business members, many of whom struggle with creating, maintaining and driving traffic to, their online businesses."

With this relationship, Verio is able to provide an additional source of value-added products and services to its resellers, including special discounts and promotions. Site design and marketing services, ecommerce solutions, business applications and security products are just some of the offerings Verio plans to offer through additional future affiliate relationships. Verio is establishing similar partnerships to capitalize on industry organizations and other points of aggregation that enable the company to more effectively and efficiently reach small businesses and midsize customers through non-traditional distribution channels.



“Establishing a Web site and driving traffic to that site can be one of the biggest challenges faced by small businesses today. Verio’s quick and easy-to-use services can help to ease the anxiety of establishing, marketing and optimizing an online business, and Doba is easing the process even further by giving their members ready access to Verio services,” said Dennis Boyle, chief operating officer for Verio. “Additionally, Verio will continue to pursue viaVerio Partner Program enhancements such as this that will provide the potential for increased revenue streams for our resellers, and help provide more choices to their customers.”

About Doba

A leader in product-sourcing solutions, Doba streamlines product sourcing for the emerging market of web-based entrepreneurs starting and growing a retail business. Through an exclusive web-based platform, Doba empowers entrepreneurs to find and sell products, and suppliers to connect to retailers. By aggregating product distribution and purchasing power through a single connection point, Doba creates unique opportunities for suppliers and retailers. Doba also offers a wide variety of educational tools, features, and services that enable members to sell products online quickly, safely, and conveniently. For more information, visit www.doba.com.

About Verio

Verio Inc. is a leading provider of Web hosting and managed services serving the online business needs of SMB companies and partners worldwide, and is a wholly owned subsidiary of NTT America, US subsidiary of NTT Communications, which provides complementary global network access reaching over 200 countries worldwide. The company focuses on how to help companies and partners achieve their business goals with functional hosting solutions, applications and services that enable them to drive success online. Verio supports its operations with highly reliable and scalable global infrastructure and systems including the NTT Communications Global IP Network, and provides business solutions to customers and partners in more than 146 countries. More information can be found at www.verio.com.

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