

myhosting.com® powers PHPA.com

myhosting.com named Official Web Hosting Services Company

St. Catharines, ON --- January 3, 2002

The Professional Hockey Players' Association (PHPA) is pleased to announce the establishment of a marketing relationship with myhosting.com, a leader in affordable and effective web and application hosting services to consumer and business customers in over 140 countries.

myhosting.com becomes the official Web Hosting Services Company of the PHPA, receives marketing rights to the Association logos and advertising exposure within the official website of the Association, PHPA.com. myhosting.com will provide all hardware, software, network connectivity, facilities management that will be used exclusively to host PHPA.com.

"Our partnership with the PHPA will allow us to contribute to the future growth of their online presence and build brand awareness for all of our businesses - myhosting.com, mail2web.com®, and alloterra.net™ - across a wide audience of sport enthusiasts," said Tony Yustein, CEO of SoftCom Technology Consulting Inc.

"To partner with such a large and reputable web hosting services company strengthens our ability to deliver an improved PHPA.com and furthers our efforts to broaden the site's appeal in the sports Internet world," said Dino Fazio, Director of Marketing, Licensing & Communications of the PHPA.

About myhosting.com

myhosting.com is a leading worldwide provider of superior and affordable hosting services. With over 30,000 web-hosting customers in over 140 countries, myhosting.com continues to demonstrate an extraordinary level of value and choice to their customers. Founded in January 1997, myhosting.com is continually committed to providing leading hosting services by utilizing the best available technology and services. myhosting.com is a trademark and brand of SoftCom Technology Consulting Inc. - a privately held company headquartered in Toronto, Canada. In addition to myhosting.com, SoftCom owns and operates the premier web-based email retrieval system - mail2web.com and a Platinum Sponsor of the Internet Society.

About the PHPA

Founded in 1967, the Professional Hockey Players' Association represents nearly 1,400 players in the American Hockey League and the East Coast Hockey League, respectively.

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