

myhosting.com Partners with Pinnacle Cart to provide enhanced eCommerce Solutions for Customers

myhosting.com, an established provider of Web Hosting, [Hyper-V Windows Virtualization](#), Linux VPS hosting services and award winning provider of [Hosted Exchange](#) and Messaging & Collaboration Services has announced the launch of the Pinnacle Cart eCommerce application to its shared web hosting user base.

Toronto, ON — September 20, 2011: myhosting.com has announced that it has partnered with the independent software vendor Pinnacle Cart and hosting automation leader Parallels, the creator of the universal Application Packaging Standard (APS), to offer a free installation and license for [Pinnacle Cart eCommerce](#). Pinnacle Cart is a customizable PHP shopping cart and eCommerce site builder designed to boost revenue, traffic and conversions. This value-added software as a service (SaaS) feature will be available to all current and future customers who subscribe to an [eCommerce Hosting package](#) from myhosting.com.

“Effective shopping cart tools are essential for eCommerce success,” said Tim Attwood, Product Manager at myhosting.com. “Pinnacle Cart is a professional-grade eCommerce application that allows us to increase value for our eCommerce shared hosting customers and provides them with customizable tools to create a personalized shopping cart and web store.” Pinnacle Cart was created with a marketing approach designed to help customers become successful and achieve higher revenue with a user-friendly interface and features to control SEO strategies, payment methods, shipping protocols and more.

The compatibility between the [myhosting.com onCloud Control Panel](#) and the Pinnacle Cart application has been achieved by leveraging the Parallels APS 1.2 packaging standard, which will change the way that hosters and their customers interact with SaaS applications. This progressive partnership between Pinnacle Cart and myhosting.com is gaining popularity with customers.

Michael Auger, President & CEO of Pinnacle Cart shared his insight on this exciting licensing partnership. “From a business perspective, our partnership with myhosting.com is helping us increase exposure and offer our eCommerce services to web hosting customers across many different verticals.”

Auger also pointed out the versatility of their eCommerce and shopping cart tools explaining that “Less than 2% of the eCommerce platforms on the market today are PA DSS certified. By combining the highest level of software security with over 400 features, our shopping cart is the #1 option for a small business owner looking to start their online business.”

myhosting.com customers will also have the ability to upgrade to premium licensing options for Pinnacle Cart eCommerce. To learn more, please visit <http://myhosting.com/web-hosting/pinnacle-cart.aspx>.

About myhosting.com

myhosting.com is owned and managed by SoftCom Inc., a privately held company headquartered in Toronto, Canada. Founded in 1997, SoftCom provides reliable and cost effective Email and Web Hosting

services to more than 10 million customers with support of 26 languages in 140 countries worldwide. The myhosting.com name and the logo are registered trademarks of SoftCom Inc.

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