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DOTSTER HELPS BEYOND BLISS DAY SPA POWER BUSINESS ONLINE MINUS THE IT HEADACHE

Full-Service Web Hosting and Marketing Services Company Lets Vancouver, WA Company Focus on Business of Running a Spa, Not Its Web Operation

Vancouver, WA – As a modern, full service day spa, Beyond Bliss of Vancouver, WA realized it needed a strong Internet presence in order to increase profit and compete against larger establishments. Once on the Web, the company faced a new challenge -- how to maintain a compelling, interactive Web site without investing capital and resources in an IT department, and still focus on the core business of running the spa. The solution that worked for them: Dotster, Inc., one of the first accredited and most trusted providers of affordable domain registration, Web hosting packages and services, on the Internet today.

In the past, Beyond Bliss, a boutique day spa targeting customers primarily in the Vancouver, WA area, might have focused its advertising and marketing efforts primarily in the Yellow Pages. However, the spa realized that in order to get ahead, attract new clients, and succeed in today's competitive environment, it was necessary to expand to the power of the Internet.

When the initial Web site for Beyond Bliss was developed, the Web hosting company registered the site under a prior customer's name, giving Beyond Bliss no control over the domain name or the ability to control the site. To make adjustments to the site, Beyond Bliss had to manually update the information by itself with no aid from the company, while being charged a large monthly fee from the hosting company.

"This was a real pain and took a vast amount of time," comments Jo Ann Erickson, owner, Beyond Bliss. "We are a day spa focused on providing those services to our customers. It really took time away from my primary focus having to update the Web site and deal with all of the technical problems with the Web hosting company. It was not a positive situation."

Dotster first approached Beyond Bliss to offer its Web advertising and marketing services in the spring of 2006. Upon hearing about the issues and problems the spa was facing, Dotster quickly realized it could step in and resolve the situation and create an updated Web site with improved advertising options for Beyond Bliss.

Dotster went to work to resolve the Web hosting issues and was able to give Erickson full control and ownership of the Beyond Bliss Web site. Recognizing the size, structure and business model of Beyond Bliss, Dotster offered several Web-based marketing services that the spa could take advantage of to achieve its goal of attracting additional customers and increasing the profitability of the business.

"Working with Dotster has been a wonderful experience," states Erickson. "Dotster was able to clear up all of the issues with the prior hosting company and give me back

control of my Web site. Beyond Bliss' Web site has a great new look. Dotster provides an affordable maintenance program where they do the work, allowing me to focus on running the spa. I'm now taking advantage of various Web advertising opportunities that really work and have seen an improvement in my business as a result."

Beyond Bliss now utilizes a maintenance package provided by Dotster where Erickson no longer needs to manually upload updates and changes, Dotster performs the work based on her requirements and does so at an affordable cost. Erickson also utilizes Dotster's unique advertising platforms that allow Beyond Bliss to target specific geographic areas most appealing to the spa.

The company is using Dotster's search engines and Internet Yellow Pages platforms to further attract customers. The search engines platform places ads on both Google and Yahoo Sponsored Search, where people type in "keywords" at the search engine and Beyond Bliss advertisements are displayed when matching the keywords.

While only in its second month of working with Dotster, Beyond Bliss has certainly noticed the improvements to its business. "We have seen a marked improvement in call volume from our new Web presence – those who are calling the spa after visiting the re-designed and improved Web site," states Erickson. "Working with Dotster is an enjoyable and hassle-free experience and we have seen an improvement in our business as a result. It is more cost-effective than the traditional Yellow Pages, especially for a company that is not very tech-savvy. Dotster takes the guesswork out and lets us focus on our primary business – it is clearly the solution we were searching for."

About Dotster, Inc.

Dotster, Inc. is one of the largest Internet Corporation for Assigned Names and Numbers (ICANN) accredited domain name registrars in the world. ICANN, now performing the functions of previously U.S. government contracted entities, is responsible for Internet Protocol (IP) address space allocation, protocol identifier assignment, generic (gTLD) and country code (ccTLD) Top-Level Domain name system management, and root server system management functions.

Launched in 2000, Dotster was among the first to offer long-term registrations and discounted pricing. Dotster offers superior online account management tools and dedicated support from its customer care team. The company's services include web hosting, DNS management, website development and marketing services, and partner programs.