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## RATEPOINT ADDS 35 NEW COMPANIES TO RESELLER PROGRAM

*HostPC, Sprocket Networks and Five Star Hosting Among Web Hosting Service Providers to Offer New Value-add Service to Customers*

**Needham, MA—August 20, 2007—** RatePoint, Inc., a company founded by the former executive team of GeoTrust, today announced the addition of 35 new web hosting companies to its growing list of resellers. The RatePoint Consumer Approval Program is a highly automated, scalable service that can be re-sold to businesses with little or no integration effort and allows resellers to capitalize on a rapidly emerging market – online reputation management and consumer feedback platforms.

The 35 new resellers, including HostPC, Sprocket Networks and Five Star Hosting, join the RatePoint reseller community of now more than 50 companies with an aggregate reach in excess of 250,000 businesses. The RatePoint reseller program gives web hosting companies, ISPs and other technology providers a way to not only grow their business and revenue, but to also add value to their customers.

“The hosting industry has become increasingly competitive over the past few years with millions of hosting companies and service providers vying for the same customers,” said Neal Creighton, CEO of RatePoint. “Web hosting companies are finding that they need to go beyond traditional value-add services like e-commerce, web design and SSL certificates to provide value to customers and maximize revenue. The RatePoint reseller program gives them an opportunity to offer a truly differentiated and high-demand service to their customers while increasing margins.”

The RatePoint Consumer Approval Program is a consumer driven program that provides businesses with an affordable, interactive quality assurance certification and consumer feedback platform. A valuable service that helps merchants grow their businesses, it allows businesses to easily capture consumer reviews and feedback. Actual consumer ratings are verified using several techniques to validate authenticity, and businesses then have an opportunity to respond to feedback before the reviews are placed online. RatePoint then aggregates each experience into an overall site rating that truly represents the quality of the business.

“RatePoint provides our hosted merchants with a sophisticated, yet easy to use consumer feedback management system, which allows them to receive business reviews and helps resolve

customer issues in an efficient manner,” said Justin Clutter, Managing Director/Co-Founder of Sprocket Networks, Powered by AppServe Technologies. “It also displays the reviews and compliments received through a badge that is highly visible to any end customers visiting the merchants’ sites.”

### **RatePoint Reseller Program**

Key benefits of the RatePoint Reseller Program include:

- Fast, no-cost set up; allows for quick bundling with existing hosting packages
- Simple API to seamlessly provision the service to end-users
- Valuable and supportive marketing programs to help drive sales
- Robust and easy-to-use account management interface
- Flexible payment options; including pay-as-you-go and bulk purchase
- International support for 11 languages; enabling wide market reach
- Simple yearly renewal process; allows resellers to realize yearly revenue

### **About RatePoint, Inc.**

Founded in 2006, RatePoint, Inc. offers a powerful, quality-assurance certification and customer feedback platform for today’s growing businesses. Leveraging the latest in Web 2.0 trends, web content authentication and consumer ratings systems, RatePoint, Inc. is revolutionizing the way businesses and consumers define, identify and monitor quality. RatePoint, Inc. was founded by the founders of GeoTrust and is venture backed by Prism VentureWorks and .406 Ventures. For more information about RatePoint, Inc., please visit [www.ratepoint.com](http://www.ratepoint.com).

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