



**Contacts:**

Sara Kiriakos  
RatePoint, Inc.  
(781) 455-1100  
skiriakos@ratepoint.com

Manny Aivaliotis  
LexiConn Internet Services, Inc.  
(860) 537-9672  
mailroom@lexiconn.com

**LEXICONN JOINS RATEPOINT PARTNER PROGRAM**

**Needham, MA and Colchester, CT —October 17, 2007—**LexiConn Internet Services, Inc., a privately held provider of web hosting and e-commerce services, and RatePoint, a company founded by the former executives of GeoTrust, today announced a new partnership that will provide LexiConn customers with access to the RatePoint Consumer Approval Program, an interactive consumer feedback platform and quality assurance certification.

LexiConn clients can immediately take advantage of the RatePoint service offering through a one click signup interface. RatePoint allows businesses to manage their online reputation by easily capturing and publishing consumer reviews and feedback directly from their web sites. RatePoint verifies actual consumer ratings for authenticity, and businesses then have an opportunity to respond to feedback.

With RatePoint, businesses can take full advantage of the benefits of user-generated ratings and reviews, including improved customer retention and loyalty, better communication with their customers, and increased conversion rates. The RatePoint platform is particularly valuable since one of the most common pieces of user-generated content on the Web is the customer review. According to a recent study by Forrester, 71% of online shoppers read reviews before buying, making it the most widely read consumer-generated content.

“We are very excited to be a part of the RatePoint Partner Program and to be able to offer a truly unique and effective customer feedback platform to our customers,” said Jason P. McGrath, CEO of LexiConn. “RatePoint gives our clients a more interactive way to communicate with their customers, respond to feedback in a timely and efficient manner, and show that they are a trusted, quality business.”

RatePoint memberships include:

- The RatePoint site seal, a dynamic website seal that businesses can use to collect and publish reviews, and a recognized and trusted symbol of a quality business.
- Access to the RatePoint business dashboard, an online interface that allows businesses to easily manage and respond to feedback and reviews. The business dashboard also provides a host of other feedback management and marketing tools for businesses.
- A customized listing in the RatePoint online business directory that is searchable by millions of consumers. Directory listings can provide better search engine optimization (SEO) and increased traffic.

LexiConn joins the RatePoint reseller community of more than 100 companies. The RatePoint Partner 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.

#### **About LexiConn Internet Services, Inc.**

LexiConn is a privately held company located in Colchester, CT. Founded in 1996, LexiConn currently hosts over 4,500 web sites in over 40 countries. The company provides shared and managed server hosting, e-commerce and database solutions, as well as domain registration services. More information is available at [www.lexiconn.com](http://www.lexiconn.com).

**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) or call 1-888-777-1636..

###