

# News Release

## **HOSTOPIA LAUNCHES LATEST SITE CREATION APPLICATION**

**EasySiteWizard Professional uses AJAX and Web 2.0 conventions to produce visually stunning and SEO-effective websites.**

MISSISSAUGA, ON, and FT. LAUDERDALE, FL — May 23, 2007 — Hostopia.com Inc. (TSX: H), today announced the completed market rollout of its latest web site creation application, EasySiteWizard Professional (ESWPro). The application will be offered concurrently in market with its Version 6 service that appeals to the more casual do-it-yourself site designer. ESWPro is an entirely web-based application that eliminates the need for additional plug-ins and software, and allows users to easily design, edit and maintain professional web sites. Crafted around state-of-the-art Web 2.0 AJAX technology, ESWPro provides full drag-and-drop functionality with pixel perfect precision for placing, sizing, deleting and editing images and text anywhere within any of the professionally designed ESWPro templates.

Hostopia's chief marketing officer, Paul D. Engels remarks, "The day of static HTML "brochure-ware" sites is over. Small businesses demand graphically rich, interactive web sites loaded with effective user applications like image editors, search engine optimization tools, and form creation wizards. Hostopia has designed ESWPro around these user demands by integrating applications like our latest search engine optimization utility, EasySiteOptimizer within ESWPro."

ESWPro comes pre-loaded with a library of ready-to-use, professionally-designed web site templates, easing the user's task of building a site. In addition, ESWPro delivers over 30,000 web-ready photo images and objects, categorized into easy market verticals, to assist site designers with creating graphically rich and visually compelling web content.

Engels adds, "ESWPro is fully integrated with our latest applications including Hostopia's new proprietary Image Editor. This is an exciting addition to our suite of products as it eliminates the need for costly image editing software, previously required for creating and adding effects and image modifications to web sites. This image editor has also been incorporated into our Photo Album to create a seamless, user-intuitive experience across many Hostopia products."

Hostopia points out that Web 2.0 is a powerful industry standard affecting the way that web sites interact with Internet users. Small businesses may not be familiar with the intricacies of search engine-to-web site interaction, RSS feeds or the power of wiki-based inter-user collaboration. They say that over time all web sites will benefit from these capabilities and with ESWPro, small business site owners will be fully ready to benefit.

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Hostopia plans to further embrace the features of Web 2.0 by integrating basic flash editing, RSS feeds and Podcasting enhancements into ESWPro this year. You can visit [www.hostopia.com/eswpro](http://www.hostopia.com/eswpro) to get a sneak peak at the exciting features and benefits of ESWPro.

ESWPro is available to Hostopia's network of private label hosting partners, which includes over 340 Telcos, CLECs, ISPs and domain registrars. The service is bundled as part of a complete suite of end-user applications, within select hosting plans, through Hostopia's private label, wholesale offering of managed email, web services and hosting.

## **About Hostopia**

Hostopia is a leading provider of web services that enable small- and medium-sized businesses to establish and maintain an Internet presence. The company's customers are communication services providers, including telecommunication carriers, cable companies, internet service providers, domain registrars, and web hosting service providers. Hostopia's customers purchase their web services on a wholesale basis and resell these services under their own brands to small- and medium-sized businesses. The company provides customers with the technology, infrastructure, and support services to enable them to offer web services, while saving them research and development as well as capital and operating costs typically associated with the design, development, and delivery of web services.

## **Forward-Looking Information**

This press release includes certain "forward-looking statements" and forward-looking information that are subject to risks, uncertainties and other factors that could cause actual results or outcomes to differ materially from those contemplated by the forward-looking statements. These forward-looking statements and forward-looking information include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" or words of similar meaning. Our actual results could differ materially from those anticipated in these forward-looking statements and forward-looking information upon completion of the review of our year end results by our independent registered public accounting firm. These statements are based on our current beliefs or expectations and there are a number of important factors that could cause the actual results or outcomes to differ materially from those indicated by these forward-looking statements, including without limitation, our ability to maintain our sales efficiency, our ability to maintain our existing, and develop new, strategic relationships, the number of our net subscriber additions, our monthly customer turnover and our ability to successfully integrate recently acquired businesses and operations and those risks set forth under the caption "Risk Factors" in Hostopia's Quarterly Report on Form 10-Q for the year quarter ended September 30, 2006, as filed with the Securities and Exchange Commission. These filings are available on a Website maintained by the Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov). Hostopia does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.



## For More Information

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