

# News Release

## **HOSTOPIA LAUNCHES SEARCH ENGINE MARKETING (SEM) WITH ACQUISITION OF MERCHENGINES**

**Service helps businesses increase sales with web marketing applications**

MISSISSAUGA, ON, and FT. LAUDERDALE, FL — August 11, 2009 — Hostopia.com, Inc., a unit of Deluxe Corp. (NYSE:DLX), today officially launched the services of recently acquired search engine marketing (SEM) firm, MerchEngines. MerchEngines allows service providers to tap into the \$40-billion market for SEM by helping small businesses advertise directly through search engines such as Google, Yahoo! and MSN. Small business owners simply enter their budget and goals and let MerchEngines automatically generate keyword selection, ad creation, tracking and reporting.

"Many small business owners want to increase their sales online but they don't have the expertise to do it themselves", said Colin Campbell, CEO of Hostopia. "With MerchEngines, Hostopia now offers our partners – and their customers – a complete, easy-to-use and cost-effective SEM web solution — one that levels the playing field for small business owners by providing SEM services that historically have only been available to larger companies or enterprise advertisers."

Search engine marketing can be an intimidating process for small businesses yet it is an increasingly important way for them to attract local customers. By automating the SEM process with an intuitive management interface, MerchEngines has eliminated many of the barriers that impede success in SEM, and have, in turn, opened up the market for SEM services to a much larger business population.

MerchEngines extends the suite of services that Hostopia offers its partners, giving service providers new revenue opportunities, outside their traditionally targeted budgets, by tapping the advertising budgets of their small business clients.

"We consider MerchEngines to be more of a customer acquisition platform than simply an automated pay-per-click product. We also create landing pages with lead capture forms and call tracking/call recording solutions that more effectively convert visitors into leads than do standard web pages. This conversion process allows advertisers to compare online versus offline media budgets to see what's performing the best", commented MerchEngines CEO, Andy Steuer. "With the enhanced online tracking and metrics that are automatically generated by the system, small businesses will be able to optimize and reallocate their budgets to those areas of their marketing that are performing well, and given the success that SEM has enjoyed recently, we're certain it will be directed online."

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## About MerchEngines

MerchEngines.com is a Software as a Service (SaaS) solution that provides ad agencies, traditional media companies, online publishers, and local aggregators a hosted and fully managed search marketing solution. MerchEngines integrates traffic generation solutions with conversion technologies, such as call tracking/call recording and lead capture/lead management solutions, into one easy-to-use private label-able dashboard. There are three ways to get involved with MerchEngines: become a reseller partner and offer customized, private label, online advertising solutions to your advertisers; license MerchEngines' technology and let MerchEngines manage your client's online ad campaigns for you; or license MerchEngines' technology and manage your advertising campaigns using an integrated end-to-end traffic generation and post click marketing platform. For additional information, visit [www.merchengines.com](http://www.merchengines.com).

## 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. Nexthaus, Hostopia's wireless mobility technology unit, is a global leader in data and device synchronization and has developed industry-recognized SyncML solutions that feature wireless interoperability between PC's, handheld devices and mobile phones. For more information, visit [www.hostopia.com](http://www.hostopia.com) and [www.nexthaus.com](http://www.nexthaus.com).

## About Deluxe

Deluxe Corporation, through its industry-leading businesses and brands, helps financial institutions and small businesses better manage, promote, and grow their businesses. Deluxe uses direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: personalized printed items (checks, forms, business cards, stationery, greeting cards, labels, and retail packaging supplies), promotional products and merchandising materials, fraud prevention services, and customer retention programs. Deluxe also sells personalized checks and accessories directly to consumers. For more information about Deluxe Corporation, visit [www.Deluxe.com](http://www.Deluxe.com).

## For More Information

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