



Superb Internet Launches New Lease to Own Programs for All Dedicated Servers

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HONOLULU--(BUSINESS WIRE)--**Superb Internet**, one of the oldest and most prominent members of the web hosting community, announced today the extension of its existing industry-leading lease-to-own program to all of its dedicated servers; a move that is sure to shake up the industry. The existing (so provided since 1996) lease-to-own program, until now only offered on the Superb Enterprise high-end/custom dedicated line of servers, allows – as of today, *all* -- dedicated server customers to pay a small lease to own fee for a year and then at the end of one year they own the hardware outright while the monthly fee is reduced to a minimal colocation fee, saving the customers thousands of dollars over the life-time of the server.

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“We understand that in tough economic times customers are looking for more and more value, and we believe this is one of the best deals out there,” states William Song, Senior Product Manager. “This represents a paradigm shift in the relationship between customer and web host, offering much more transparency in the billing practices. At other web hosts customers are typically forced to pay outrageous ongoing monthly fees for hardware that is often 3-4 years old. With the Superb lease-to-own program customers always know that they have paid off their hardware after year 1, and the low ongoing fees simply represent, space, power, AC, support, and bandwidth among other costs. If customers wish to upgrade their server they can do so at wholesale rates, and if they decide to leave they can have the server shipped to them, because they own it! Compare that to most companies where customers end up paying thousands of dollars more (many times the cost of the server hardware) and end up with nothing when they cancel.”

This program is particularly well-suited to large partners and resellers who often have hundreds (or thousands) of servers representing huge ongoing monthly costs. Resellers can own all their servers after one year of service, significantly reducing their costs, which they can use to grow their businesses.

For more information on the new lease to own program please visit www.superb.net/LTO

About Superb Internet

Since 1996, Superb Internet has been consistently rated as one of the very best web hosts by all web host rating agencies, such as Web Hosting Magazine, in all areas, especially customer support and reseller services. Superb Internet provides a complete range of managed web hosting solutions, from virtual shared web hosting through to high-volume, mission-critical dedicated server solutions. Superb's core focus is customer service, and continuous service improvement, as a part of its commitment to staying "Ahead of the Rest." Superb Internet has its own data centers staffed 24x7x365 in McLean, VA, Springfield, VA, and Seattle, WA, and its headquarters office in Honolulu, HI.

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