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## Online Backup Provider KeepItSafe Launches Channel Partner Program in U.S.

### ISO 27001, SSAE 16 and SOC 2 Data Certified Provider of Customized Online Backup Solutions Brings a Fully Managed, Fully Monitored, Fully Restorable Backup Solution to VARs and Resellers in the U.S.

LOS ANGELES, CA -- (Marketwire) -- 10/18/12 -- KeepItSafe®, an online backup provider and branded service of j2 Global, Inc. (NASDAQ: JCOM), has launched a comprehensive service and support channel partner program in the U.S. The new service provides resellers and VARs with fully monitored and managed online backup services, wholesale pricing rates, re-brandable marketing and sales materials, 24/7 sales and tech support, and email marketing and sales coaching. One of the few online backup and DR companies in the world with ISO 27001 certification, KeepItSafe is online at [www.keepitsafe.com](http://www.keepitsafe.com).

The launch of the KeepItSafe channel partner program in the U.S. paves the way for service providers new to selling backup services to establish a relationship with a fully managed and monitored online backup service with ISO27001, SSAE 16 and SOC 2 data certification. KeepItSafe also offers migration programs for online backup partners who may not be happy with their current provider and want to transition to a fully monitored and managed online backup solution.

VARs and resellers interested in becoming a KeepItSafe partner can contact the company at 888-965-9988 or via email at [email@keepitsafe.com](mailto:email@keepitsafe.com).

"The launch of our channel partner program in the U.S. reinforces the fact that the KeepItSafe online backup service is fully equipped and ready to bring a superior level of service to both VARs and resellers of online backup services," said Jonathan Crowe, technical director of KeepItSafe. "By offering comprehensive sales, marketing and technical support, in addition to a fully managed and monitored backup solution, the KeepItSafe Channel Partner program goes beyond what most VARs and resellers receive from other backup services providers. KeepItSafe channel partners can realize higher margins with less effort, while their customers gain more secure and reliable backup of critical data."

Many backup providers offer services that require internal management, which can lead to confusion as to who is responsible for managing and monitoring the backup process. KeepItSafe differs from these backup providers by installing, monitoring, and managing the service for customers, helping eliminate the confusion that can come from co-managed services. And, while many companies are moving to hybrid backup systems -- one for backing up physical servers, and one for virtual backup services -- KeepItSafe supports both in a single offering.

KeepItSafe is backed by the financial and IT resources of j2 Global (NASDAQ: JCOM), a \$1.45-billion market cap publicly traded company and provider of cloud services for business. Founded in 1995, j2 Global has been recognized in 2012 with numerous awards, including recent listing on the prestigious InformationWeek 500 list, an annual ranking of the most innovative companies employing information technology in their businesses.

#### *About KeepItSafe®*

KeepItSafe is an ISO27001, SSAE 16 and SOC 2 data certified provider of customized fully managed and monitored online backup solutions. Since 2003, KeepItSafe has worked directly with customers to ensure that scheduled or continuous data backups are executed flawlessly and that data can be restored from any location at any time.

#### *About j2 Global™*

Founded in 1995, j2 Global, Inc. provides cloud services to individuals and businesses around the world. j2 Global's network spans 49 countries on six continents. The Company offers Internet fax, voice and email solutions. j2 Global markets its services principally under the brand names eFax®, Onebox®, eVoice®, FuseMail®, Campaigner®, KeepItSafe® and CampaignerCRM™.

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