

## **FOR IMMEDIATE RELEASE**

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### **“Brendan Brader, CEO of Top Web Hosting Company HostRocket.com & Internet Phone Service Provider ViaTalk Named to *The Business Review’s* ‘40 Under Forty’ List”**

**CLIFTON PARK, NY (February 22, 2007)** – Brendan Brader, CEO of two leading technology companies located in the heart of New York State’s Tech Valley, has been named to the “40 Under Forty” list of emerging business leaders by *The Business Review*.

In 1999, Brader and his longtime friend John Reyes, founded HostRocket.com, Inc., at the age of 19. HostRocket.com has grown into a debt-free multi-million dollar company offering RocketFreedom shared web hosting for as low as \$4.95 per month, RocketOrbit reseller hosting, and dedicated hosting for as low as \$99.95 per month.

HostRocket.com is known throughout the web hosting industry for its around-the-clock customer service and incredible technical support. In 2007 the company reached an important milestone of hosting over 100,000 websites. HostRocket.com’s servers are located on-site at their corporate offices.

“I am proud that HostRocket.com has become the industry standard when it comes to providing high level customer service and tech support, and a wide variety of features at a low cost,” said Brader.

In 2005, the HostRocket.com team launched sister company ViaTalk, LLC, an internet phone service provider. Customers have flocked to the Voice over Internet Protocol (VoIP) market over the past 5 years from traditional phone companies. Because of Brader’s success with HostRocket.com and his extensive knowledge of the internet, ViaTalk has quickly become a top national internet phone service provider with customers in 2,200 markets in all 50 states. The company is frequently quoted as having the lowest price while still offering the most advanced features. The company, which has a totally U.S.-based customer support staff, even runs a ‘buy-one year at \$199 and receive a year of service for free’ special.

“ViaTalk is a rapidly growing internet phone service company known for our customer support, low prices, and inclusion of many features that would easily cost hundreds of dollars per year,” added Brader.

The two companies are headquartered in different buildings at the same corporate office park. Brader splits his days and nights between the two companies, spending the morning at ViaTalk and the afternoon and late evenings at HostRocket.com.

Brader and Reyes are actively involved with their former high school robotics team, and serve as mentors to the students. In addition to providing hands-on mentoring, they have donated \$80,000 over the last 4 years to underwrite the team, allowing them to compete in regional and national competitions.

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#### **About HostRocket.com and ViaTalk, LLC**

HostRocket.com, Inc. ([www.HostRocket.com](http://www.HostRocket.com)) is a privately owned, multi-million dollar, debt-free corporation located in New York's Tech Valley that has provided web hosting services to more than 100,000 websites and offers internet phone service in 2,200 markets in all 50 states via Voice over Internet Protocol (VoIP) partner ViaTalk LLC ([www.ViaTalk.com](http://www.ViaTalk.com)). In addition, the company serves hundreds of additional clients by providing services such as dedicated hosting, e-commerce hosting, and application hosting.