



STW launches BrightHost; new premium web hosting business

Melbourne, February 23, 2010: STW Group, Australia's leading marketing content and communications services group, today announced the launch of a new premium web hosting operation named BrightHost.

Previously a division of STW's Melbourne-based digital agency DTDigital, BrightHost will now operate as its own entity providing high-end web-hosting services to a range of clients, including companies within the broader STW Group.

Launched to manage the computing environments used to store and deliver online content such as web pages, video, and ecommerce solutions, BrightHost uses the most advanced technologies available to manage the 'uptime' of customer's websites, and protection of their electronic data and proprietary information. BrightHost will focus on high-end support, security and performance.

"As we move into the future, we are seeing more clients invest in significant digital campaigns and online services. In the past, this has required our companies to partner with external web hosting companies, often with mixed results," said STW Group's CEO Michael Connaghan.

"STW company DTDigital developed their own specialist web hosting operation in 2000 to focus on providing clients with an alternative, integrated, personalised hosting service, as required by Australia's leading brands. This unit has experienced significant growth and success, and has now been spun-out as an independent STW business called BrightHost."

Michael Richardson, an infrastructure architect and technical manager with over 10 years experience in the web hosting industry in Australia, has been appointed to head up BrightHost.

"BrightHost has invested significantly in premium equipment and processes in both Melbourne and Sydney. A cornerstone of BrightHost's success has been an impeccable security and performance record dating back to 2000," Richardson said.

"A key part of what makes BrightHost stand out is there is no call centre, but instead a dedicated manager who can work with their clients to build and manage custom hosting solutions."

Current STW clients using this world-class service include MYER, Bunnings, Honda, Sensis, Bendigo Bank, and Australian Super amongst many others.

BrightHost is a wholly owned subsidiary of STW Group, Australasia's leading marketing content and communications services groups.

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