

Contact: Frank Butler  
Phone: 804-342-1200  
Email: fbutler@proxios.com  
www.proxios.com

## REBRANDING FOR GROWTH: SUPER-SERVER BECOMES PROXIOS

Richmond, VA, August 19, 2009—Super-Server, a Richmond based information technologies company is adopting the new name of Proxios to better convey the value the company delivers to its customers and to better position itself for growth.

Proxios uses the Internet to replace traditional information technology and communications systems. The new name has deep meaning directly relevant to the promise delivered to customers. Proxios derives from the Latin word "*proximus*". That word means "nearness", "closely connected" and "close relationship". The variant "*proxios*", which the company adopts as its new name, literally means "freely". The word perfectly sums up the value proposition:

- A close relationship with our clients
- Keeping them closely connected to applications and data no matter where they are
- So that they are free of the headaches and risks of running their own information technology systems

"The new name better fits our reputation for being highly responsive to the needs of our customers," says Proxios President Frank Butler. "We have grown so much since our start in 1999. We needed a name that better reflected our hard-earned stature in the industry and our history of translating cutting edge technology into real value."

With the new name Proxios, the management and operations team behind the success of SuperServer rededicates themselves to the promise of providing the most responsive computing, voice, and data communications systems possible.

The new Proxios name is conveyed with a new logo, new approach to graphic design, and a new web site at [www.proxios.com](http://www.proxios.com).

**About Proxios:** Proxios uses the Internet to replace traditional information technology and communications systems. Replace the costs, complications and headaches of owning and operating on-site information technology systems with the always accessible, extremely reliable Proxios alternative. With Proxios, clients have secure access to data, software, email, phone and information technology services from virtually anywhere all the time via the Web. And we are always there to provide advice, support and problem solving. Rely on Proxios for the most responsive computing and voice communications systems possible.