

**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **Rover Technology Fusions Deploys Rover ARC - Comprehensive Data Backup Solution at Web Boy Interactive Media**

**(RIVERVIEW, Florida - November 21, 2006)** - Rover Technology Fusions (RTF) today announced the successful implementation of their Rover ARC data backup and archive solution at Web Boy Interactive Media (WBIM), a Tampa based web hosting and development firm ([www.webboy.com](http://www.webboy.com)).

"We've been looking to move to an online data storage solution vs. tape backup to better protect our customers' data in case of loss or disaster. Rover ARC is the solution that offered the cost effectiveness of tape with both the reliability and expandability of an online data storage platform", said Keith Cornett, owner and CEO of WBIM. After two years of researching the options, Web Boy Interactive Media decided on Rover ARC for its capabilities and value.

Keeping pace with evolving storage demands became an increasingly daunting task for Web Boy Interactive Media. Since its inception in 1995, WBIM has experienced tremendous data growth which required constantly adding additional storage capacity. "By deploying the Rover ARC solution, we have protected our overall investment while minimizing costs", said Cornett.

"Rover ARC is ideal for businesses looking for affordable ways to maximize uptime and productivity without incurring significant costs or straining already limited administrative resources", says Bob Letzeisen, VP of Sales at RTF. "Rover ARC offers cost-efficient data storage along with the highest level of security, backup versioning, simple setup and management. Having the flexibility to store near real-time and archived data in different places based on its critical nature or accessibility produces the ultimate peace of mind for customers like Web Boy Interactive Media."

### **About Web Boy Interactive Media**

Web Boy Interactive Media, Inc., based in Tampa, Florida is a web services firm specializing in Cold Fusion hosting and custom application development. Services range from static site design to dynamically-generated content and e-commerce integration. For more information, please visit [www.webboy.com](http://www.webboy.com)

### **About Rover Technology Fusions**

Rover Technology Fusions offers data storage and security, disaster recovery, mobile data capture and business process improvement products. Rover ARC is an automatic system dedicated to backing up and protecting a company's files. From enterprise servers, workstations or laptops, ARC backs up all critical files to the onsite ARC server and then offsite to RTF's Category-5 data vault. A secure web-based interface allows users to access their backups anytime, anywhere. RTF is headquartered in Riverview, Florida and has been providing technology solutions since 1997. For more information, please visit [www.rovertechfusions.com](http://www.rovertechfusions.com).

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