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Customized telecommunications
for growing business.

Ayuda Networks Partners With The Planet and Joins New Channel Program

Partnership Offers New Levels of Cost Flexibility and Extends Ayuda's Reach
throughout the US, India, and Europe

BANGALORE, INDIA, November 4, 2009 -- Ayuda Networks, Inc., a leader in IT infrastructure connectivity and the provider of IT hosting, data connectivity, and strategy solutions for the enterprise market, today announced a new partnership with The Planet and its Partner Plus Channel Program. IT hosting solutions from The Planet address the needs of IT organizations within startups, enterprise, and service providers alike through colocation, dedicated hosting, Northstar hosting, and cloud-based solutions.

As the economic belt tightens, CIOs and IT directors at growing businesses around the globe are increasingly seeking capital expenditure (CAPEX) and headcount reductions, while retaining the ability to refresh technology and efficiently deliver IT throughout their organizations. As a result, companies turn to outsourced providers of IT infrastructure like The Planet to cost-effectively manage and optimize their applications and store business-critical data in a secure, monitored environment, while retaining full access and control of their data.

Working with The Planet, the Ayuda team will assess all IT requirements upfront and fulfill any implementation of hardware and service while also utilizing existing extensive partnerships, enabling the best fit for any company.

"Our clients trust us to provide the best solutions to their IT infrastructure problems, and we believe the broad service offerings from The Planet will allow us to address the needs of our customers, both large and small," said Tina Burke, President and Co-founder of Ayuda Networks. "We look forward to offering The Planet collocation, hosting, and cloud solutions to our clients in the US and around the world."

Ayuda Networks' commitment to client satisfaction and best-practices services delivery impressed the new channel team at The Planet, leading to an invitation to join their new Partner Plus channel program. According to Tom Blair, Vice President of Sales at The Planet, "As our inaugural partner in the new Partner Plus Program, Ayuda brings a stellar reputation for quality products and services. They have carefully evaluated our portfolio and recognize it as a valuable addition for their customers who are looking for IT infrastructure capabilities."

Ayuda Networks will also highlight The Planet services during their participation at the upcoming Business Technology Summit in Bangalore, India, November 3-6, 2009. "We are excited to have The Planet work closely with us during our launch into the Indian marketplace. Their experience serving customers in India will be of significant help as we extend our practice areas to enterprise in India," stated Burke.



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About Ayuda Networks

Ayuda Networks provides infrastructure connectivity and optimization solutions to growing companies worldwide: Dedicated and managed server hosting (physical and cloud-based), Internet access and IP transport, rich media distribution (CDN), audio, video, and web conferencing, cloud server and storage solutions, and mobile device activations and account management. Ayuda Networks provides these business-critical services through strong relationships with premier service providers including AT&T, Global Crossing, Tata Communications, The Planet, Rackspace, Terremark, Limelight, IBM, and many others. Ayuda Networks was founded in 2004 and is based in Mountain View, California USA.

For more information about Ayuda Networks, please visit:

http://ayudanetworks.com/solutions/partner_planet.php

About The Planet

The Planet is the leading provider of On Demand IT Infrastructure solutions, hosting more than 20,000 small- and medium-size businesses and 18.5 million Web sites worldwide. Customers have the power to choose from the broadest range of hosting solutions in the industry, from dedicated servers, Managed Dedicated Servers, Northstar Managed Hosting™ and data center collocation, all backed by 24x7x365 support. With the best choice of servers, software tools and world-class service, backed by state-of-the-art data centers and an enterprise-class network, The Planet turns IT into a powerful competitive advantage that enables customers to grow their businesses.

For additional information about The Planet, please visit:

<http://www.theplanet.com>

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