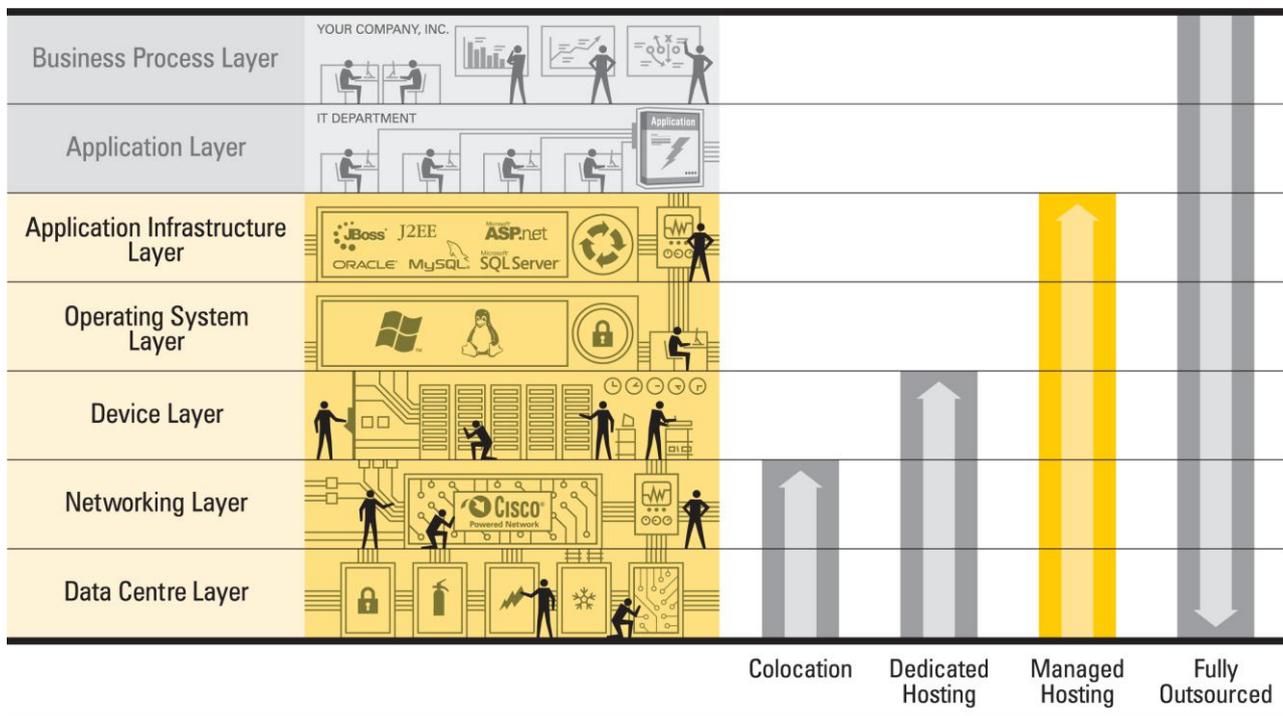


Rackspace[®] is the world's leader in hosting. We deliver websites, web-based IT systems, and computing as a service. Our rapid growth is the result of our commitment to serving our customers, known as Fanatical Support[®] and our exclusive focus on hosting.

As a managed hosting provider, Rackspace supplies and manages the necessary superstructure (network, data centres and systems technology); web, application and database servers; network devices, bandwidth; and managed services. Rackspace offers a choice of Microsoft or Linux managed servers, which are perfect for businesses running medium to large web hosting environments, backed by our unparalleled Fanatical Support. We individually design each customer's configuration to match their specific requirements and all servers come with premium hardware and are backed by our 1-hour hardware replacement guarantee (see SLA section, page 6)



Rackspace has the largest multi-homed self-healing network available in any UK data centre. The 100% Cisco Powered Network is built on hardened routers and audited by Cisco, which ensures maximum-security protection. The network also incorporates a patented Intrusion Detection System (IDS) to protect against external threats. This allows us deliver on our 100% network guarantee.

Rackspace has three data centres which are all engineered with fully redundant connectivity, power and HVAC to avoid any single point of failure, and is staffed 24 x 7 by highly trained technical support staff. In addition multiple levels of security are employed to ensure that only data centre Operations Engineers are physically allowed near your routers, switches and servers. This allows us to deliver on our 100% infrastructure availability guarantee.

Rackspace was founded in 1998 and is headquartered in the US, with European headquarters on West London, UK. Rackspace has built up a significant global presence and hosts more than 5000 companies' Internet operations in EMEA.

Intensive[®] Hosting Overview

Intensive Hosting from Rackspace is a more consultative approach to managed hosting, where Rackspace support staff effectively become an integral part of the customers IT department. The customer has a dedicated team of experts who build a deep relationship with the customer's hosting environment to enable the proactive identification of potential issues which could impact on the application. This includes monitoring, analysing report trends, looking at future opportunities and emerging issues relevant to the hosting environment. Distinguishing support features include:

- ❑ Complete accountability for infrastructure uptime via comprehensive and custom monitoring to ensure maximum reliability and performance
- ❑ Assignment of a lead technician to proactively consult on the technical requirements of the solution
- ❑ Project managed change control to ensure the smooth deployment, scaling and migration as and when needed.

Intensive Hosting is ideal for companies looking to outsource their mission-critical hosting operations to a focused, reliable and experienced hosting provider

The extended Service Level Agreement, SLA is designed to protect customers against unscheduled outages in their applications or web sites. The Intensive SLA goes beyond guaranteeing network and infrastructure performance, to making sure our customers' critical applications are available, guaranteeing a minimum application availability of 99% when running non-redundant web or database servers and a maximum of 100% availability when running a geographically redundant solution.

Why Intensive Hosting?

Unsurpassed Management

Intensive Hosting offers unsurpassed levels of accountability and management by Rackspace of our customers hosting environment. This unique approach represents the very best in world class customised hosting solutions.

Full responsibility

Rackspace take responsibility for all issues related to a customers' application environment. By starting with a thorough implementation process we gain an understanding of exactly what a customer is trying to accomplish with their hosting solution and applications. We learn about the intricacies of the application, what the goals are and establish a baseline of performance for the application. As a result we can properly monitor the customers' application, its environment and know how to react to issues before they become problems.

Unmatched Expertise

Rackspace has significant experience in managing heavily-trafficked web sites, resulting in deep expertise in the deployment, maintenance and scaling of complex web hosting on Microsoft and

Linux Platforms. Our extensive partnership with Microsoft and Red Hat enables us to support both of their core set of Internet applications – as well as a number of third-party software packages. Rackspace is a Microsoft Gold Certified Partner and the first certified Red Hat Premier Partner in Europe, evidence of our superior expertise in these technologies and enabling us to offer customers the flexibility to scale their configuration as their needs change, saving both time and money.

Utmost Reliability

Intensive Hosting has been designed to meet the needs of companies whose hosted applications require 100% availability. Our 24/7/365 IntensiveCare™ and our 100% uptime guarantee ensure that our customers mission critical applications are always up and running.

Reduces Pressure on IT Resources

The Intensive Hosting concept is one of total focus, concentrating all our efforts on providing vital managed services, ProActive7™, for Microsoft and Linux deployments. Intensive customers get the IntensiveCare™ approach, which includes a dedicated Account Manager and Lead Technician, supported by a team of Level IV engineers. This leaves customers free to focus on their core business, while our Intensive Hosting experts handle our customers' infrastructure challenges.

Intensive Hosting Details

Rackspace is fully focused on the delivery of ProActive hosting, which consists of a managed infrastructure layered with ProActive7 – the cornerstone set of managed services that are essential for a reliable platform. The Intensive hosting platform is comprised of seven layers, designed to provide a mission critical infrastructure and all the vital managed services a customer needs. The first four provide the foundation for Managed Hosting:

- ☑ Superstructure (network, data centres and systems automation technology);
- ☑ Web, Application and Database servers;
- ☑ Managed Network devices
- ☑ Managed Services.

Intensive Hosting has an additional 3 layers which sit on top of these Managed Hosting layers, which are:

Application Environment Optimisation

Rackspace endeavours to optimise the specific needs of our customer's complex application environment. This is achieved through our engineering team customising security set up, monitoring thresholds, data storage and escalation procedures. Once optimisation is complete, our security team performs an audit across all layers of the application hosting environment. All aspects of the application platform are optimised on an as needed basis as the application scales and/or evolves.

Application Problem Management

Rackspace is responsible for seeing all infrastructure, managed service, database and application related incidents through to resolution. Rackspace actively manages incidents, including a post issue summary and root cause analysis. The customer's Intensive Account Manager (AM) acts as a project manager throughout the process and they have a variety of resources at their disposal.

Application Scalability and Capacity Planning

Rackspace is responsible for keeping a scalability plan based on the customer's business projections to ensure smooth scaling during times of business growth. When producing a plan, we couple our

expertise in scaling complex application environments with historical, trended data regarding the customer's server, network and application resources. The plan is reviewed with the customer on a monthly basis and revisions are made as the business growth projection change.

IntensiveCare[™] Approach

The more complex an application, the deeper the level of understanding a hosting provider needs to have to be able to properly manage the application hosting platform. Intensive Hosting takes a holistic approach to the ongoing service and support of each customer, called IntensiveCare[™]. Key features of IntensiveCare[™] are:

- ❑ **Dedicated Intensive Account Manager (AM)** – The IntensiveCare[™] approach revolves around your Intensive AM. The AM is your single point of contact for all issues, technical and non-technical.
- ❑ **Dedicated Intensive Lead Technician** – Paired with the AM, who has a deep understanding of the configuration and performance on your specific hosting environment. This includes a deep understanding of the custom application you are running.
- ❑ **Team of Level IV Engineers** – Each AM is backed by an entire team of Intensive engineers for 24x7 level IV monitoring and management of your hosting environment.
- ❑ **Customised "RunBook"** – During the implementation process, a customised runbook is created for each individual customer. This runbook defines the Intensive team's standard operating procedure in dealing with your IT team. It includes everything from custom escalation procedures to customer defined monitoring thresholds that act as triggers for action by the IntensiveCare[™] team.
- ❑ **Monthly Account Review** – Rackspace carries out monthly account reviews in order to gain an insight into the performance and profitability of a customer's Web-based operations, reporting on all aspects of activity and operations.
- ❑ **Application Problem Management** – Rackspace project manage incidents, including a post issue summary and root cause analysis.
- ❑ **Capacity Planning and Scalability Review** – Rackspace takes responsibility for keeping a scalability plan based on your business projections to ensure smooth scaling during times of business growth.

ProActive7[™]

Intensive Hosting starts with full management of the ProActive7[™] - the solid foundation and vital managed services required for any complete hosting platform, delivered by a highly trained team of certified security, network and software engineers who understand our customers' needs. The ProActive7[™] is the full proactive management of the data centre, network, servers and services that comprise your hosting platform.



The ProActive7[™] at a Glance

1. Security and Patching

Rackspace takes a proactive, comprehensive approach by providing customers with the industry's most potent security tools and techniques, designed, built and maintained specifically for enterprise-class application hosting. From secure server builds and intrusion

detection systems to a physically secure data centre and monitored network, we take a multi-layered approach to keeping your application hosting operations reliable and secure.

2. Backup and Restore

Rackspace employs a powerful suite of technologies and methods to deliver a highly automated and robust backup. This suite of technologies is run by highly certified experts to ensure your data, designs and applications are protected. From data backup needs analysis to scheduling as per individual needs, to rapid data recovery and restoration, we take a comprehensive approach to backing up and storing your data.

3. Server Administration

Rackspace offers comprehensive administrative services for the ongoing active management of fundamental networking components as well as the routers, hardware, software and applications that run your Internet operations. These take the pressure off your IT staff and help reduce the time and cost of deploying and managing your web infrastructure.

4. Trending and Reporting

Rackspace provides a sophisticated set of reporting tools that track, analyse and explain every important detail of the performance of a customer's Web platform and applications, from bandwidth reporting to security event and web traffic reporting. The information is then customised into an easy-to-access and understandable report. This gives customers the insight needed to reduce costs and risk and to improve the performance and profitability of their web based operations.

5. Deep Monitoring

Rackspace provides monitoring tools to help prevent frustrating security breaches and costly basic hardware or software failures, thereby helping to guarantee a high quality of service for end users. Using sophisticated monitoring tools like Dell Open Manage, Microsoft Operations Manager (MOM) and Nimbus for Linux solutions, IntensiveCare™ experts are able to deliver more responsive and robust monitoring solutions for performance monitoring and benchmarking.

6. Rapid Deployment and Scaling

Rackspace has invested heavily in the skills and technologies needed to quickly build, configure and launch Web servers and applications such as industry leading online times, capacity planning and analysis and instant scalability. This enables our customers to take on new projects and grow quickly and handle spikes in traffic.

7. Superstructure (Data Centres, Network, Servers, Software)

Rackspace has superior facilities including 3 world class data centres, Cisco Powered Network™, Dell Hardware, leading backbone providers, 6.3 Gbps of connectivity and 100% uptime network SLA.

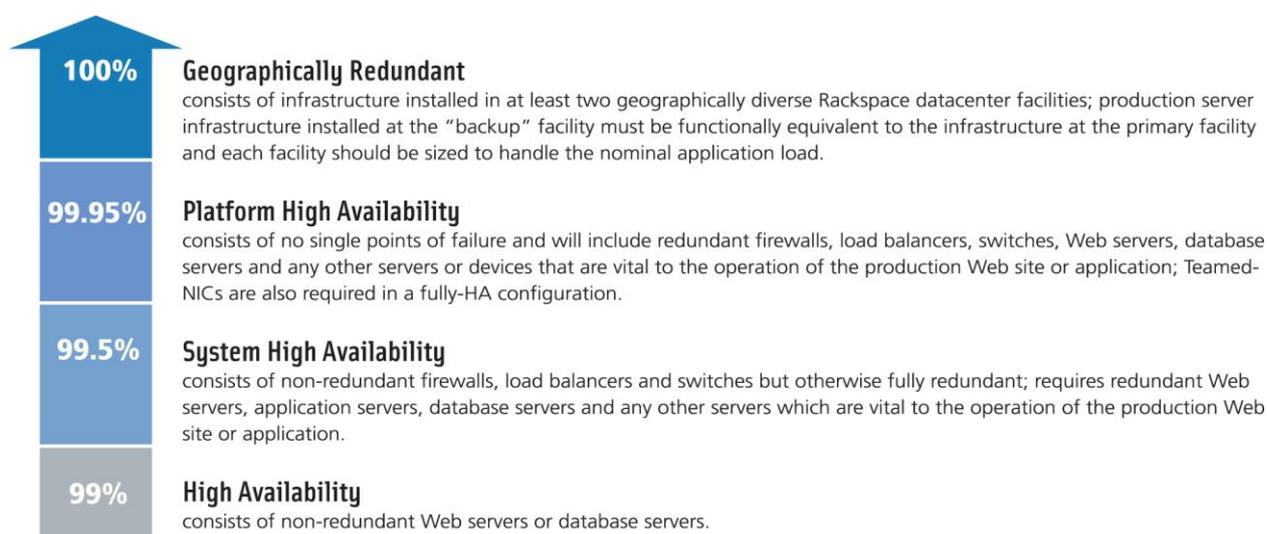
Intensive Service Level Agreement (SLA)

Rackspace sets the standard with one of the most aggressive SLAs in the hosting industry, guaranteeing a Zero-Downtime Network™ and one hour hardware replacement. In addition we provide service level guarantees around the core set of ProActive 7™ services.

Application Availability SLA

Rackspace understands that availability is critical in application hosting, the Intensive SLA goes beyond guaranteeing network and infrastructure performance – our Intensive SLA ensures our customers' critical applications are available through our industry leading application availability SLA. The SLA is designed to protect customers against unscheduled outages in their applications or web sites, guaranteeing a minimum application availability of 99% when running non-redundant web or database servers and a maximum of 100% availability when running a geographically redundant solution. The SLA provides unsurpassed levels of application availability with penalties for failure to comply with the SLA.

Availability targets are based upon the minimum levels of redundancy required to be built into each configuration and are defined as follows:



In the event that Intensive should fail to provide the specified application availability during a calendar month, the customer is entitled to 5% of the monthly recurring charge for affected components of the configuration for each hour, or portion thereof, of unavailability by which the availability guarantee is exceeded (up to 100% of customer's monthly recurring charge). The affected components of the configuration includes any components that directly support the application or web site in production but does not include auxiliary or back up servers, services or devices. Remedy calculations are based solely on the results of availability tests performed by Intensive's monitoring systems. An Availability report shall be provided to customers on a monthly basis via email.

Data Centre Facilities and Rackspace Network

Rackspace provides the world-class infrastructure necessary to keep your servers up and running uninterrupted around the clock. Rackspace has three data centres based in London, each of which are engineered with fully redundant connectivity, power and HVAC to avoid any single point of failure, and are staffed 24 x 7 by highly trained technical support staff. Security of your mission critical Internet operations is of paramount importance. Multiple levels of

security are employed to ensure that only data centre Operations Engineers are physically allowed near your routers, switches and servers.

Security Features

- ❏ **No public access** – Public access to Rackspace data centres is strictly forbidden.
- ❏ **Video surveillance** – Live video surveillance of the each data centre facility is monitored 24 hours/day.
- ❏ **Onsite security personnel** – Onsite security personnel monitor each data centre building 24 hours per day, seven days per week.
- ❏ **Biometric security** – Biometric hand scanners are used to restrict access to the data centres
- ❏ **Pass cards** – Facility access is also restricted to those who hold a Rackspace pass card.

Power Systems

The data centres get its power from commercial utility underground conduits with a 10 minute battery backup in the event of failure. Additionally, we also have multiple diesel generators with full-load capability and 36 hours of fuel supply on standby to provide long-term power in the event of an emergency.

- ❏ **UPS systems** – The power systems are designed to run uninterrupted even in the unlikely event of a total power outage. All staging and production systems in your hosting environment are fed with conditioned UPS power that will run if utility power fails. Our UPS power subsystem is N+1 redundant with instantaneous failover in case the primary UPS fails.
- ❏ **Diesel generator systems** – Our onsite diesel generators will automatically start in the event of a power surge or power system failure. The power subsystems are designed to cut over immediately with no interruption in the event of a power failure. Our power systems and our generator systems are regularly tested to ensure that they will function properly in the event of a power system failure.

Rackspace Network

The Rackspace network has been engineered from the ground up to accommodate the high availability demands of outsourced solutions.

- ❏ **Connectivity** – Rackspace provides a fully resilient and redundant network infrastructure on which to house your mission critical Internet based operations. Our entirely switched network employs Cisco 6500 chassis based switches running Hot Standby Routing Protocol, HSRP (N+1 hot failover) to ensure that data can be routed even in the event of device or link failure. Internet connectivity is provided via multiple links to Tier 1 bandwidth providers which, coupled with our Cisco powered infrastructure, enables us to maintain 100% network availability.
- ❏ **BGP4 routing** – Rackspace runs the Border Gateway Protocol (BGP4) for best case routing. Each packet is evaluated and sent over the best route possible. Because of our redundant network architecture, packets may be sent via alternative routes even if they are being delivered to the same end user. Should one of our providers fail, packets leaving our network are automatically redirected through another route via a different provider.
- ❏ **Guaranteed packet delivery** – Typical peering arrangements rarely include Service Level Agreements (SLAs) meaning that no one is accountable for lost packets at congested exchange points. To ensure network integrity, Rackspace has put Service Level Agreements

in place with our various bandwidth suppliers and this enables us to guarantee that all packets will leave our network at full speed.

- 🔗 **Bandwidth utilisation** – The Rackspace UK Network is currently at approximately 20% capacity at peak times, which allows us to accommodate even the largest spikes in traffic. As network utilisation reaches 30% we will automatically add more network capacity to ensure that our customers never experience network degradation, even if one of our providers has an outage.
- 🔗 **Network providers** – Sprint, Level 3, Abovenet, Tiscali, Cable and Wireless, Verizon and LINX
- 🔗 **LINX membership** – LINX is a neutral not for profit partnership between Internet service providers globally. Rackspace is a member of LINX and has a co-operative peering agreement which provides us with a physical interconnection to exchange Internet traffic.

Rackspace Certifications, Partnerships and Awards

Rackspace has various certifications and partnerships with many industry leaders including Red Hat and Microsoft. This allows us to collaborate on the best solutions, tools and procedures needed to deliver the hosting environment that our customers demand. In particular our partnerships with these industry leaders mean we receive emerging products and technologies while they're still in the development cycle. This allows us to work with our customers on platform upgrades and technology testing months before public release.

Red Hat Advanced Hosting Partner

Rackspace has always been a staunch supporter of open source and the open source community. We've extended this support to a partnership with Red Hat. We were the first Red Hat Premier hosting partner in Europe. This designation means that Rackspace possesses the industry's highest levels of support and knowledge of the Red Hat Linux platform. This depth of knowledge is essential to our ability to deploy, scale and manage mission-critical Linux hosting environments.



Microsoft Gold Certification

Rackspace's Intensive Hosting received the Microsoft Gold Certified Partner accreditation for its expertise in Microsoft Hosting, making it one of only six Application Infrastructure Providers (AIPs) in the world with this top-tier designation. To achieve Microsoft Gold Certified Partner Status, Intensive passed rigorous evaluations by certified, independent auditors who determined that we deliver the highest level of fully managed services available on the Microsoft Platform.



The Microsoft Gold Certified Partner Programme provides recognition to companies providing Hosting & Application Services that have demonstrated a consistent, high quality delivery of solutions built on Microsoft technology and framework. The programme only awards certification status to those that meet eligibility qualifications, proven service quality and operational readiness benchmarks.

Microsoft Hosting Solutions Provider of the Year

Microsoft honoured Rackspace in the annual Microsoft Certified Partner Awards with Hosting Solutions Service Provider of the year in 2003 and 2005. Microsoft describes Rackspace as having "made a name for itself through its policy of providing Fanatical Support to customers" and selected Rackspace for their industry leadership and advanced use of Microsoft technologies to deliver superior managed solutions.



Management Today/Unisys Service Excellence Awards

Rackspace was nominated in the Management Today/Unisys Service Excellence Awards for four years in a row, winning the Learning Organisation Award in 2003, the Small Business Award in 2004 and the overall award in 2005. These awards recognise the Rackspace outstanding customer service and employee relations. They demonstrate the huge emphasis Rackspace places on employees to provide the best customer service possible and the dedication to their vision of Fanatical Support.



National Business awards

Rackspace received the award for Customer Focus in the National Business Awards in November 2008. The Customer Focus award is presented to the organisation that can best demonstrate that it has the customer at the heart of its business and deploys and manages its resources to most effectively meet the needs of its customer base. Winning such a prestigious award (known as the 'Business Oscars') highlights the superior support that Rackspace provides for their customers, arguably the best in the country!



Dell

Rackspace partners with Dell to offer reliable and highly scalable managed hosting server and storage platforms.



HP

Rackspace partners with HP to offer branded AMD servers with dual power supply and a reliable architecture. In addition full monitoring is available through HP insight manager.



Cisco

Cisco provides end-to-end enterprise network solutions from the most comprehensive line of networking products available in the Industry. Rackspace uses Cisco networking products exclusively and is a certified Cisco Powered Network.



MySQL

Rackspace works closely with MySQL to offer the highest level of support for its suite of database applications. Rackspace is the only MySQL Certified Hosting Provider because of our extensive expertise in the deployment and management of MySQL technology.

