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## Online Backup Provider KeepItSafe Takes Position as Hull City's Data Defender

LONDON, October 7, 2015 /PRNewswire/ --

*KeepItSafe, part of world-leading cloud service provider j2 Global, signs on as official online data backup partner for The Championship's Hull City AFC*

[KeepItSafe](#), providers of online disaster recovery and data backup, and a brand of j2 Global®, Inc. (NASDAQ:JCOM), today announced that the company has been selected as the official online data backup partner of Hull City Association Football Club.

Using KeepItSafe's private-cloud backup model allows the club to protect its data via both primary and replicated backup systems within their own network. KeepItSafe's fully managed and monitored service also provides The Tigers with a 24/7 team of engineers monitoring their data to ensure its continuous security and integrity.

Hull City selected KeepItSafe's service - which the club is using on its internal Hyper-V environment - to ensure the team's information will be safely stored, backed up and easy to retrieve at any time.

"We recognise a professional team when we see one, and KeepItSafe is such a team," said Martin Conley, IT Manager for Hull City. "Protecting our organisation's data is a critical component to our success, and that's why we're thrilled to have KeepItSafe as a partner. We've found their solution easy to use, their data-protection protocols first-rate, and their 24/7 service outstanding."

"Hull City are known for their ferocious defence," said John Eikenberry, Director of Engineering & Operations KeepItSafe EU. "So it's truly an honour to be entrusted with protecting the team's mission-critical data. We hope KeepItSafe can play a small part in The Tigers' ongoing success."

### About Hull City AFC

Founded in 1904, Hull City Association Football Club is currently the top ranked football club in Yorkshire and among the top-rated clubs in The Championship. The club was also an FA Cup finalist in 2014. The Tigers play their home games at KC Stadium in Kingston upon Hull. For more information, please visit <http://www.hullcitytigers.com>.

### About KeepItSafe

A brand of j2 Global, Inc. (NASDAQ:JCOM), KeepItSafe is a powerhouse in online data backup and Disaster Recovery (DR). One of the few online backup and DR businesses in the world with ISO 27001 certification, KeepItSafe offers a fully hosted, fully managed and fully monitored solution for scheduled or continuous data backups and ensures businesses can access their data remotely anytime in the event of data loss, corruption or disaster from our Tier 4 UK and IE data centres. Learn more at <http://www.keepitsafej2.co.uk>. KeepItSafe is a brand and registered trademark of the Business Cloud Services Division of j2 Global, Inc., the global provider of Internet services.

### About j2 Global

j2 Global, Inc. (NASDAQGS:JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax®](#), [eVoice®](#), [FuseMail®](#), [Campaigner®](#), [KeepItSafe®](#), [Livedrive®](#) and [Onebox®](#), and operates a messaging network spanning 49 countries on six continents.

The Digital Media Division offers technology, gaming and lifestyle content through its digital properties which include [PCMag.com](#), [IGN.com](#), [AskMen.com](#), [Toolbox.com](#) and others. The Digital Media Division also operates NetShelter Powered by BuyerBase®, an advanced digital ad targeting platform, and [Ziff Davis B2B](#), a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2014, j2 had achieved 19 consecutive fiscal years of revenue growth.

For more information about j2, please visit <http://www.j2global.com>.

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