

**FOR IMMEDIATE RELEASE**

Lisa Allocca  
Red Javelin Communications, Inc.  
+1 (978) 470-2227  
[lisa@redjavelin.com](mailto:lisa@redjavelin.com)

**Data Age Looks to NaviSite for Outsourced Data Back Up and Disaster Recovery**

*NaviSite Hosts Data Age Digi-Shield Continuous Off-Site Data Back Up Service*

**Andover, MA, February 17, 2010** - [NaviSite, Inc.](#) (NASDAQ: NAVI), the worldwide leader of cloud-enabled, enterprise-class hosting, managed applications and services, and [Data Age Business Systems, Inc.](#) (Data Age), a leading provider of Financial Transaction Software Solutions, announced today they have entered into an agreement in which NaviSite will provide its Data Protection and Disaster Recovery hosted service to back up all Data Age customer mission critical data as part of the Data Age Digi-Shield continuous off-site back up service.

Data Age sells Digi-Shield along with its line of point-of-sale software designed for niche retail markets it has served for over twenty years. The company's agreement with NaviSite is a strategic move given the growing concern its small business retail customers convey about backing up their data.

"NaviSite brings tremendous value to the table, providing Data Age with greater scalability and improved efficiencies, and we know this is the right move for us in order to execute our expansion plans and improve effectiveness," said Victor Guzman, Vice President, Sales and Marketing at Data Age. "As our customers focus on their businesses, they can rest assured knowing that the lifeline of their business, their data, is well protected with NaviSite."

"We are pleased to provide back up and disaster recovery hosted services for a market leader like Data Age," said R. Brooks Borcharding, Chief Revenue Officer, NaviSite. "With our best in class technology and infrastructure and unparalleled reliability and service commitment, Data Age can rely on NaviSite as an extension of its own IT department and reap the benefits of enhanced service levels and lower data center costs."

NaviSite's Data Protection and Disaster Recovery Services include:

Data Protection

- **Tape Backup Services:** Complete tape backup procedures ideal for short and long-term data storage in a cost-effective manner.
- **Online Backup Services:** Completely automated, disk-based backup, ensuring quick restores and easy operational management.

## Disaster Recovery

- Hot Site DR Solutions: Ideal for organizations that require nearly immediate failover to an alternate technology environment in a disaster scenario.
- Warm Site DR Solutions: Ideal for organizations that need near-term, but not necessarily near-immediate recoverability.
- Cold Site DR Solutions: Ideal for organizations that need a DR solution, but not necessarily near-term recoverability.

Customers benefit from NaviSite's Data Protection and Disaster Recovery Solutions with enhanced business continuity, minimized downtime, reliable backup and restore, secure data, 24x7 management troubleshooting and maintenance, flexible customizable solutions, reduced costs with improved data availability, no capital investment requirement and 99.9% service availability.

## About Data Age

Data Age Business Systems is a leading provider of Financial Transaction Software Solutions designed to help businesses improve profitability, comply with regulatory environments and to implement controls that facilitate decision making, diversification and growth. Data Age is the developer and marketer of PawnMaster®, CheckMaster®, AdvanceMaster®, LiquorTraks™, RetailTraks™, Buy/Sell Plus™ and Title Loan™ software. In addition, the company provides Credit Card Merchant Processing and Digi-Shield off-site Data Storage services. For further information, contact Corporate Communications at 727-582-9100 x103, [www.dataage.com](http://www.dataage.com).

## About NaviSite

NaviSite, Inc. (NASDAQ: NAVI) is a leading worldwide provider of enterprise-class, cloud-enabled hosting, managed applications and services. With over 20 years experience, the Company provides a full suite of reliable and scalable managed services, including [Applications Services](#), industry-leading [Enterprise Hosting](#), and [Managed Cloud Services](#) for enterprises looking to outsource IT infrastructures and lower their capital and operational costs. Over 1,400 customers depend on NaviSite for customized solutions, delivered through a global footprint comprising 16 state-of-the-art data centers supported by approximately 650 professionals. For more information on NaviSite services, please visit [www.navisite.com](http://www.navisite.com).

###

All logos, company and product names may be trademarks or registered trademarks of their respective owners.

## Safe Harbor Statement

*This release contains forward-looking statements that address a variety of subjects, including NaviSite's expected future operating and financial results, such as profitability, revenue growth and EBITDA, the success and performance of our product and service offerings and our strategic business plans for growing its customer base and increasing sales. All statements other than statements of historical fact — including, without limitation, those with respect to our goals, plans and strategies set forth herein — are forward-looking statements. The following important factors and uncertainties, along with general economic conditions, changes in economic conditions and others, could cause actual results to differ materially from those described in these forward-looking statements. Our success — including our ability to improve our gross profit, to improve our cash flows, to expand our operations and revenue and to reach and sustain profitability — depends in part on our ability to execute on our business strategy and the continued and increased demand for, and market acceptance of, our products and services. We may not remain compliant with our agreement with our senior secured lenders, including financial covenants. Our financial forecasts may not be achieved, including those as to expected EBITDA and revenue. We may be unable to raise the necessary funds to meet our payment obligations to our lending group under our senior secured credit facility and other creditors. We may not be able to expand our operations in accordance with our business strategy. We may experience difficulties integrating technologies, operations and personnel in accordance with our business strategy. Our products, technologies and resources may*

*not successfully operate with the technology, resources and applications of third parties. We derive a significant portion of our revenue from a small number of customers, and the loss of any of those customers could significantly damage our financial condition and results of operations. Competition has increased, and technological changes made, in the markets in which we compete. For a detailed discussion of cautionary statements that may affect our future results of operations and financial results, please refer to our filings with the Securities and Exchange Commission, including our most recent annual report on Form 10 K and our quarterly reports on Form 10 Q. Forward-looking statements represent our current expectations and are inherently uncertain. We do not undertake any obligation to update forward-looking statements that we make. All logos, company and product names may be trademarks or registered trademarks of their respective owners.*