

# NETBENEFIT HELPS THE HOSPITAL CLUB ESTABLISH EXCLUSIVE SOCIAL NETWORKING WEBSITE

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Covent Garden private members' club launches online networking platform for creative entrepreneurs, hosted by NetBenefit

London, UK - December 3 2007 - NetBenefit, one of the UK's most experienced managed hosting (<http://www.netbenefit.com/netbenefit/Managed+Hosting/Managed+hosting+services>) providers, has been selected by the exclusive private members' club The Hospital Club, to provide the hosting platform for its exciting new social networking website.

The website differs from other social networks, such as Facebook and MySpace, because like the Covent Garden-based club it is designed exclusively for a membership of creative entrepreneurs. Described as a "walled garden" by CEO Will Turner, the online facility can only be used by members of the club and maximum of five guests invited by each member.

The Hospital Club (<http://www.thehospitalclub.com>) in Covent Garden is the only club designed specifically for creative entrepreneurs - the people who make things and the people that help make those things happen. The beautifully designed building in the heart of London offers everything members need to meet, work and enjoy themselves including a gallery and state of the art music and television production facilities. The website will work in parallel offering an online environment where members can share their work and ideas with the option to upload film clips, music and other creative works.

NetBenefit's dedicated servers

(<http://www.netbenefit.com/netbenefit/Managed+Hosting/Dedicated+servers>), which will power this exciting new networking website, provide scalable bandwidth that will help to manage the peaks in website traffic as the membership and the volume of data uploaded to [thehospitalclub.com](http://thehospitalclub.com) increases.

David Marrinan-Hayes, Marketing Communications Manager at The Hospital comments: "Watching the success of our London based club over the last 4 years has been very exciting. With the launch of [thehospitalclub.com](http://thehospitalclub.com) we have given our members the ability to promote their work and actively collaborate with one another to a new level. Providing an online networking space where Hospital members can exchange ideas and review new projects was the next logical step."

The website will follow the same ethos as the club itself and will encourage members to grow their personal and professional networks, creating a network of peers that will allow burgeoning talent to benefit from interaction with more experienced professionals. User generated content will feature highly in all manner of formats including over 30 blogs covering all aspects of creativity hosted on the site.

Marrinan-Hayes continues: "We value the input given by our members and needed a hosting provider that could deliver the best managed hosting platform guaranteeing the site is up and running all of the time. Our plans include further clubs in Berlin, Shanghai and New York with dedicated websites for each geographical location so we absolutely had to choose a hosting partner that could scale with our growth both in the UK and overseas.

Colin Bell, sales and marketing director, NetBenefit (<http://www.netbenefit.com>) comments: "The Hospital's new website is very different from other social networking sites since it is an extension of an already established business network. When a website is instrumental in not only its owner's business but also its users', it is of the utmost importance that both can rely upon the sufficient levels of resilience and scalability to ensure they remain online."

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Notes to Editors:

#### About NetBenefit

NetBenefit is part of London listed Group NBT plc (LSE: NBT.). Established in 1995, NetBenefit is an experienced provider of Managed Hosting services in the UK, with a range of services to suit every level of business. Its world-class network infrastructure allows it to guarantee resilient, available and secure Managed Hosting for businesses that need a hosting provider they can depend upon.

Group NBT plc is a leading provider of domain name management and Internet-related services through the three trading brands, NetNames, NetBenefit and Easily.co.uk. Group NBT has over 200 employees and is based in London with offices in Copenhagen, New York, Nice, Frankfurt, Munich and Madrid.

For further information about NetBenefit or GroupNBT please visit [www.netbenefit.com](http://www.netbenefit.com) or [www.groupnbt.com](http://www.groupnbt.com)

#### About The Hospital Club

Opened in September 2003, The Hospital is now one of London's most important creative communities. Housed in the former St Paul's Hospital in Covent Garden, The Hospital offers those working in the film, television, music, advertising, contemporary art & design, publishing & journalism, interactive media, theatre and fashion industries access to a state-of-the-art 60,000 square foot creative hub providing them with all their professional and social needs. The Hospital houses a high-definition television studio, music recording facilities, an art gallery, public restaurant and private members' club containing bars, a screening room, members' restaurant, private dining room, games room, meeting rooms and library. More than that The Hospital facilitates its members' professional and creative aspirations through providing them with access to a wide range of services including access to production facilities, IT support, meeting rooms and networking and mentoring programmes dedicated to different industries. Visit the hospital online at [www.thehospitalclub.com](http://www.thehospitalclub.com)

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