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Virtual Iron Software Partners With Boston Interactive to Redesign Online Presence

Boston Interactive, a web design and interactive marketing firm, announces the launch of the redesigned website for Virtual Iron Software (www.virtualiron.com). Virtual Iron provides comprehensive software solutions for server virtualization and virtual infrastructure.

/24-7PressRelease/ - BOSTON, MA, May 14, 2008 - Boston Interactive, a web design and interactive marketing firm, announces the launch of the redesigned website for Virtual Iron Software (www.virtualiron.com). Virtual Iron provides comprehensive software solutions for server virtualization and virtual infrastructure. Based in Lowell, Massachusetts, the company competes in the fast-growing server virtualization space against companies such as VMware, Citrix and Microsoft.

Virtual Iron partnered with Boston Interactive to create a redesigned website that showcases their innovative server virtualization service offerings. Virtual Iron's software is the leading alternative for small and medium-sized enterprises, offering comparable capabilities to VMware's most comprehensive offering in a much easier to use and afford package.

Virtual Iron wanted to convey a capable and trusted image that represented its comprehensive offerings and deep thought leadership. Through the updated content layout and design, Boston Interactive worked to convey the company's dynamic position in the server virtualization industry.

"The design challenge for the new Virtual Iron website was creating a balance in the site's messaging and reflecting the companies appeal to IT organizations of all sizes" said Boston Interactive CEO, Chuck Murphy. "By creating a professional yet approachable online atmosphere we intend to differentiate Virtual Iron from their competitors and call attention to a community of resources with everything from product information and demos, to online forums and webcasts."

About Boston Interactive - Boston Interactive is a web design, development and interactive marketing firm focused on creating effective web-based solutions that deliver a positive impact for the brand. Founded in 1999, Boston Interactive has successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations. The internet is one of the most vital marketing and communications tools in today's marketplace and Boston Interactive strives to promote brand identity and a compelling user experience in every application created using state-of-the-art technologies, proven software solutions, and a personal client focus ensuring online marketing success. More information about Boston Interactive can be found at www.bostoninteractive.com.

About Virtual Iron Software, Inc. - Virtual Iron provides server virtualization software that enables companies of all sizes to reduce the cost and complexity of operating and managing their IT infrastructure. Leveraging industry standards, open source, and built-in hardware-assisted acceleration, Virtual Iron provides a complete and cost-effective solution that supports a broad range of data center initiatives. The software is available exclusively through Virtual Iron's Channel One partner network. Trial versions of the software are available for free download at www.virtualiron.com/free. For more information, visit www.virtualiron.com or e-mail info@virtualiron.com.

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Founded in 1999, Boston Interactive is a Boston web design and interactive marketing firm focused on developing and creating web strategies and business solutions for online marketing success. Having successfully implemented custom interactive solutions for hundreds of clients ranging from mid-sized organizations to Fortune 500 corporations, Boston Interactive's customized approach and award-winning services span the strategic, creative, architectural, development, and

optimization of an organization's interactive presence.