



## Handshake Media, Incorporated

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Contact:

Anne Giles Clelland, President  
Handshake Media, Incorporated  
406 Alleghany Street  
Blacksburg, VA 24060-5007  
(540) 808-6334  
[anne@handshake20.com](mailto:anne@handshake20.com)

### **Rackspace Tech Showcase to be featured on Handshake 2.0**

(Blacksburg, VA) – Good news. Good neighbors. Goodwill. That's what Handshake 2.0 and Rackspace® Hosting hope to accomplish with the launch of the Rackspace Tech Showcase. This new feature on Handshake 2.0 ([www.handshake20.com](http://www.handshake20.com)) will shine the spotlight on businesses based in Blacksburg, Virginia, home to the Rackspace Email and Apps division, formerly known as Mailtrust®. The Showcase segment will appear weekly on Handshake 2.0 beginning on July 28, 2009.

“Part of our mission is to aid regional economic development by showcasing Blacksburg as a good place to live and work,” said Anne Giles Clelland, President of Handshake Media, Incorporated, and founder of Handshake 2.0. “As a social media company, we act as an information distribution channel that helps businesses access potential customers, clients, partners, employees, leaders, referrals, contacts, and investors. Rackspace's sponsorship of the Rackspace Tech Showcase is a way we can co-create excellent customer service in the same vein as Rackspace's famed Fanatical Support®. Our product? Regional economic development.”

“We are excited to partner with Handshake 2.0 to showcase local businesses from around our community in Blacksburg, Virginia,” said Marisa Keegan, Culture Maven at Rackspace. “We are always looking at innovative ways to help others understand why Blacksburg, Virginia is a great place to work and find this to be a great opportunity to help further our efforts.”

About Handshake 2.0

An enterprise of Handshake Media, Incorporated, a digital public relations firm founded by Anne Giles Clelland, Handshake 2.0 is a business news and digital public relations services site. It features the latest developments in entrepreneurship, business models, business leaders, innovation and companies, from start-ups to moguls. For more information about Handshake 2.0, please visit [www.handshake20.com](http://www.handshake20.com).

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## About Rackspace

As the leader and specialist in hosting services, Rackspace® Hosting is changing the way businesses worldwide buy IT. Rackspace delivers computing-as-a-service, integrating the industry's best technologies into a flexible service offering, making computing more reliable and affordable. A trusted partner to companies of all sizes, Rackspace enables IT departments to be more effective. Rackspace is distinguished by its award-winning Fanatical Support®, furthering the company's mission to be one of the world's greatest service companies. Rackspace is recognized as one of FORTUNE Magazine's 100 Best companies to work for in the US, ranking number 43 on the list. Rackspace's portfolio of hosted IT services includes managed hosting ([www.rackspace.com](http://www.rackspace.com)), email hosting ([www.rackspace.com/apps](http://www.rackspace.com/apps)) and cloud hosting ([www.mosso.com](http://www.mosso.com)). For more information on Rackspace Hosting, please visit [www.rackspace.com](http://www.rackspace.com).

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