

## **FOR IMMEDIATE RELEASE**

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### **GoGeeks Launches Automatic Data Backup Services**

East Longmeadow, MA – January 1, 2007 -- GoGeeks Computer Rescue has introduced automatic data backup, a new service designed to prevent the accidental loss of data, including documents, pictures, music and other files, that can occur during a system crash or hard drive failure. Stan Prager, President of GoGeeks, has pronounced this revolutionary new service, which utilizes the web to safely and securely backup files, as the: “Absolute end to the tragedy of lost data!”

According to Prager, who founded the East Longmeadow based firm in 2001 to meet the needs of home users and small businesses that are often out of the loop in the world of expensive and highly specialized computer services, the evolution of this latest business segment was driven by actual events. “On more than one occasion,” Prager says, “I have had to break the awful news to a client that all of their precious baby pictures, iTunes music or QuickBooks accounting files were lost forever when their hard drive crashed.” It seems that most people do not backup, or do not backup regularly enough, and are often caught unawares when a system crash wipes out all of their data.

The new GoGeeks automatic data backup service renders this nightmare obsolete. And once configured it requires no user intervention. For a very low monthly fee based upon storage size, files that the client designates for backup are automatically securely encrypted and then routinely uploaded to the web. “Even if the computer is stolen or destroyed in a fire,” Prager points out, “Their documents, pictures and music are safe!” Even e-mail programs like Outlook and Outlook Express can be backed up. As a bonus free by-product of the service, users can log-in to a secure web site anywhere in the world and access their files whenever they want, allowing remote access to those who want to work on the go!

GoGeeks, which recently celebrated its fifth year anniversary, offers a range of services that includes computer repair, upgrades, training and custom computer design. “In the beginning, it was really all about repair,” says Prager, a graduate of Fairfield University, who was a veteran in the industry, mostly on the corporate side, before launching the GoGeeks venture to bring quality services to the home computer user who often has few options for reliable and affordable support on a housecall basis. Later, training and Custom PC manufacture became just as integral to the mix. Prager predicts that the new

data backup service will out-perform all other business segments in the coming months. “I could fix anything for my clients,” Prager underscores, “But I could not get their data back. With our new backup service, this problem no longer exists. Period.”

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GoGeeks Computer Repair has been in business since 2001 and is located in East Longmeadow, MA. GoGeeks specializes in on-site service at no additional charge in the home or office environment. GoGeeks offers repair, upgrade, training, custom-built computers and data backup to the business and residential customer. GoGeeks can be found on the web at [www.gogeeks.com](http://www.gogeeks.com). Inquires should be directed to 413-525-8897 or via email to [geeks@gogeeks.com](mailto:geeks@gogeeks.com)

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