

## **With a CO<sub>2</sub>-neutral online platform, PARSHIP offers environmentally friendly matchmaking**

### **The market leader among online matchmakers commits to greater energy efficiency/certified carbon-neutral hosting**

London, October 11, 2010 – PARSHIP goes green: [PARSHIP](#), the leading online matchmaker in Germany and across Europe has migrated completely its IT infrastructure to a CO<sub>2</sub>-neutral solution: in September it received NTT Europe's CarbonNeutral Hosting certification<sup>1</sup>. This new hosting solution came about in the context of PARSHIP's change of its service provider to NTT Europe. Beyond the primary benefits to the environment, the Hamburg-based online company expects to gain numerous advantages in terms of perception and commercial performance.

PARSHIP's reduction in CO<sub>2</sub> emissions was achieved through a new virtualisation concept. With the migration to a hosting solution at NTT for the PARSHIP services in Germany and 13 other countries, the energy efficiency could be sustainably improved while simultaneously reducing running costs. "We are estimating an energy saving of more than 50 % for each PARSHIP member," says Dr Walter Sinowski, Chief Technology Officer of PARSHIP. "Beyond that, the server consolidation increases our flexibility. From now on, we won't need to resort to additional hardware to provide extra capacity for peak times such as weekends. That means we are saving on energy – and costs."

*1: More information on the CarbonNeutral Hosting Certification: <http://www.eu.ntt.com/en/about-us/environmental-activities/carbon-neutral-hosting.html>*