

**FOR IMMEDIATE RELEASE**

**DAYSTAR COMPUTER SERVICES LAUNCHES NEW WEB SITE FOR  
HUBBINGTONS FURNITURE**

*Distinctive Web site delivers unique, personal online service to furniture shoppers*

**NEWINGTON, NH – February 17, 2009** – Daystar Computer Services, a technology provider of Web site and application development, and computer and networking services, today announced the launch of a custom-developed Web site for Hubbingtons Furniture. In addition to providing Hubbingtons with a new online storefront, the Web site features interactive elements such as an online concierge service to provide customers with the same personalized assistance they value in the physical store. Furthermore, the site incorporates helpful tools to aid shoppers, including a furniture gallery, links to manufacturers' Web sites and a listing of store specials.

Based in Barrington, New Hampshire, Hubbingtons is a destination store whose customers extend from Maine to Connecticut. The company prides itself on offering better quality furniture coupled with a relaxed showroom atmosphere, making what is often considered a stressful task, a very enjoyable shopping experience. The unique challenge for Hubbingtons is "selling the store" before an actual visit. Hubbingtons did not want to sell furniture online, but instead needed a Web site that shows potential customers who Hubbingtons is and motivates them to make a personal visit.

"We needed to bring the warm and fuzzy to the cold Internet. Our Web site is often the first experience a customer has with us. We want to WOW them right from the start and show them how Hubbingtons is a different kind of store," said Peter Rhoades, owner and president of Hubbingtons. "Our industry is very competitive and we view our Web site as a tool that gives us an edge. The site is designed to add value to the customer with interactive tools and useful information. The purpose is to engage our online visitors and start a conversation with them that will ultimately bring them into the store."

Working with Rhoades' vision, Daystar designed a new site befitting of Hubbingtons' quality image. To personalize the user experience, Daystar developed an interactive Concierge Service Tag available on virtually all pages of the site. The Tag provides users with an easy, streamlined method to find information and answers specific to their needs. "In listening to Peter's needs, we realized that Hubbingtons requires a personalized online experience, not for themselves, but for their customers and online visitors. The Concierge Service Tag, coupled with the informational aids, furniture gallery and customized design, give Hubbingtons the image of being the furniture store next door, regardless of whether the customer is five or five hundred miles away," said JR Winder, project manager for Daystar Computer Services.

The Web site employs straightforward, user-friendly navigation providing multiple paths to view information depending on specific interests. An integrated content management system (CMS) allows Hubbingtons to update the site with timely and useful information such as product specials, new furniture offerings, and new manufacturers. To further its marketing activities, a

simple sign up form allows Hubbingtons to capture visitor e-mail addresses for savings alerts, e-newsletters and future communication needs.

“The Daystar team has a unique mix of both technology expertise and creative vision that proved key to the successful development of our new site. Their approach is collaborative and sincere; they truly look out for the best interests of their clients. We couldn’t be more pleased with the new Web site,” concluded Rhoades.

### **About Hubbingtons**

Hubbingtons opened in September, 1994 by owner and President Peter Rhoades. Hubbingtons’ goal is to sell only better quality furniture in a relaxed setting. Throughout the years, Hubbingtons has expanded through renovations and additions to their unique building, and now encompasses more than 20,000 square feet of showroom space. Hubbingtons continues to succeed with the right mix of quality USA made products and prices that are below the competition. Hubbingtons works with smaller furniture manufacturers that only offer classic heirloom quality in traditional and transitional styles. Of course, for a better idea of who they are, you should try [www.hubbingtons.com](http://www.hubbingtons.com).

### **About Daystar Computer Services**

Located in Newington, NH, Daystar Computer Services, Inc. was founded in 2000 with a single guiding principle: to deliver complete technology solutions and services designed to meet the individual needs and goals of a diverse base of client companies. Providing business-class computer and networking services to small- and medium-sized businesses, Daystar’s main goal is to help our clients learn how they can save time and money by efficiently leveraging computer and networking technology. Daystar proudly applies its core values of quality service, business integrity and efficient processes to each of its services including: network design and implementation; network and PC maintenance; security solutions; wireless connectivity; remote access; local and remote data backup & protection; Internet and e-mail hosting; Website design; customized database design; and hardware sales and services. The Daystar team is committed to fostering collaborative, partner-driven client relationships. For more information on Daystar Computer Services, please visit [www.daystarinc.com](http://www.daystarinc.com).

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