

TPP continues to round off business offering with acquisition
Hot Goanna tucks in comfortably under the TPP umbrella

TPP Internet (TPP), delivering comprehensive online business services including domain registration, web and email hosting and associated products has acquired Hot Goanna - one of Australia's largest Google Qualified Pay-Per-Click Search Engine Specialists.

"Hot Goanna's online marketing and awareness program specialisation and attractive packages round off the must-have components for the thousands of Australian small to medium online businesses we service," said Chris Collinge, TPP's Sales and Marketing Director. "Hot Goanna's unique plug-and-play solutions simplify the online advertising world for businesses in a genuine cost-effective manner which we will now be offering to our broad customer base as well as through our 1,700 channel partner community."

Founded in 2005, Hot Goanna's two directors, Mark Tull and Andrew Coates, have experienced a rapidly growing and loyal customer base. Today, the company manages over three million advertisements per week for Google in Australia. "Whether it's homing pigeons, mobile dog washing, resorts, luxury fishing trips or undertakers, there's an opportunity for all of these companies to get their message out there in the wonderful world of 'Search'," said Tull.

Mark Tull became the first Australian YAHOO! Ambassador in early 2007 while Hot Goanna has recently been appointed as Queensland's first and Australia's third Google Adwords Authorised Reseller. Currently, it is a Queensland State Finalist in the Business Services Small Business Champions Awards and was recognised as being in QBR Top 400 Privately Owned Queensland Companies.

"We are looking forward to integrating our services into TPP's highly advanced systems over the next few months," said Tull. And it has been TPP's robust and 'smart' back end that tipped the deal after months of due diligence. The opportunity was simply too compelling claimed Tull.

Hot Goanna's directors believe that TPP offers the best distribution model that exists. "It's the perfect medium get our message out to those many and varied small businesses that exist Australia-wide and who do business online but really do not have the resources or expertise to advertise cost-effectively online," said Tull.

Tull and Coates were sold on TPP's people-focused, can-do attitude where the customer is always religiously serviced. "Our customer ethics are very similar – it's about relationships not transactions," concluded Tull.

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About TPP Internet

Founded in 1996, TPP Internet is an Australian based company offering domain registration, web and email hosting and associated products to businesses Australia wide.

TPP supplies its products and services through an expansive network of resellers, all of whom have access to advanced online management tools. TPP aims to differentiate itself by providing the industry's best customer service; backing this up with its famous guarantee that calls will be answered in 10 seconds.

For more information, visit www.tppinternet.com.au. For partner specific information, go to www.resellers.tppinternet.com.

About Hot Goanna

Hot Goanna is recognised as one of the largest Google Qualified PPC Search Engine Specialists in Australia. The company's Google Qualified Professionals manage thousands of customer Google accounts. Accounts are personally assigned to one of the Google Professionals who manage each search engine listing positions daily and report to their customer daily.

You can rest assured that your Personal Hot Goanna Account Manager is fully qualified and up-to-speed with the latest internet marketing strategies and will develop a web marketing campaign tailored to suit your online business.

For more information, visit www.hotgoanna.com.au.

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