



Lansing Artist Jozefa Rogocki creates Pysanky Eggs at the Lansing Art Gallery | Dave Trumpie

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### Lansing's Liquid Web Chosen for Super Bowl Polling

CAPITAL GAINS, 1/23/2008

[SPOTBOWL.com](#) has chosen Lansing-based [Liquid Web](#) to host its live polling of Super Bowl XLII commercials. SPOTBOWL.com lets users rate more than 50 Super Bowl commercials on a ratings scale that ranges from "fumble" to "touchdown."

Fans from all over the country will weigh in on the creativity of the ads.

"Even most football fans will tell you, the commercials are usually more entertaining than anything happening on the field," says SPOTBOWL founder and president of the [Payone](#) agency, Michael Pavone. "This year, we expect to see the usual strong showings from [Anheuser-Busch](#), but we're really interested to see what [Hershey](#) and [FedEx](#) will be doing. Both could challenge [Budweiser](#) for the top spot in this year's contest."



Liquid Web will provide 24/7 support for the poll's [Windows](#) hosting, allow users to have secure, fast access to the poll. Up-to-the-minute national results will be available after each voting session and, final tallies will be posted after the

polls close on Tuesday, Feb. 5.

Liquid Web is one of Lansing's fastest growing IT companies. In 2007, it doubled its number of employees and saw revenues grow by more than 60 percent.

Source: Travis Stoliker, Liquid Web

Ivy Hughes, development news editor, can be reached [here](#).


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