



Progressive Insurance Partners With Web.com to Help Independent Agents With Online Marketing

With Three-Quarters of Auto Insurance Consumers Shopping Online, Progressive Insurance Agents Will Reach Customers With Help of Online Marketing Leader

MAYFIELD VILLAGE, Ohio and JACKSONVILLE, Fla., Aug. 13, 2009 (GLOBE NEWSWIRE) -- Web.com (Nasdaq:WWW), a leading provider of online marketing for small businesses, announced today an agreement with Progressive Insurance (NYSE:PGR) that will provide Progressive's independent insurance agents with access to a complete suite of online marketing business solutions.

"Knowing that half of our independent agencies lack an Internet presence, we needed to find a partner that could work with agents to create high quality, high value web sites," said Matt Marko, marketing process manager for Progressive's agency business. "The Internet has emerged as one of the first places consumers turn to for researching insurance purchasing decisions. In order to take advantage of this change in consumer behavior, our agents need the ability to be easily found by potential customers online. For this reason, we chose to work with the leader in that space, Web.com. With 73 percent of auto insurance customers shopping online and 67 percent eventually buying from an agent,* we need to make sure our agents have every available means of providing their customers with the high quality, competitively priced products and services that have made Progressive the largest insurance company in the independent agent channel."

Under the agreement, Progressive agents will enjoy a discount on Web.com's professional website design and online marketing package, which includes a designed website with a unique domain address, listings on major search engines and directories, a real-time scorecard to measure results and to access website analytics, an agent RSS "news feed," and customized real-time agent quoting functionality.

"Each Progressive agent is essentially an independent small business competing for mindshare in their local communities," said David Brown, CEO of Web.com. "As such, they need to stand out and be found online by consumers looking to fulfill their insurance needs. Web.com's core competency is in helping small businesses succeed by creating a strong online presence in an affordable and efficient manner. We look forward to helping Progressive agents grow their businesses by leveraging our online marketing solutions."

About Progressive

The Progressive Group of Insurance Companies, in business since 1937, is one of the country's largest auto insurance groups, the largest seller of motorcycle policies, and a market leader in commercial auto insurance based on premiums written. Progressive is committed to becoming consumers' #1 choice for auto insurance by providing competitive rates and innovative products and services that meet drivers' needs throughout their lifetimes, including superior online and in-person customer service, and best-in-class, 24-hour claims service, such as its concierge level of claims service available at service centers located in major metropolitan areas throughout the United States. Progressive companies offer consumers choices in how to shop for, buy, and manage their auto insurance policies. Progressive offers its products, including personal and commercial auto, motorcycle, boat, and recreational vehicle insurance, through more than 30,000 independent insurance agencies throughout the U.S. and online and by phone directly from the Company. Private passenger auto products and prices are different when purchased directly from Progressive or through independent agencies. To find an agent or to get a quote, go to <http://www.progressive.com>. The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at (NYSE:PGR).

About Web.com

Web.com Group, Inc. (Nasdaq:WWW) is a leading provider of online marketing for small businesses. Web.com offers a full range of online services, including Internet marketing and advertising, local search, search engine marketing, search engine optimization, lead generation, home contractor specific leads, website design and publishing, logo and brand development and eCommerce solutions, meeting the needs of small businesses anywhere along their lifecycle. For more information on the company, please visit <http://www.web.com/> or call 1-800-GETSITE.

*Statistics from April 2009 comScore Online Auto Insurance Report. (c) 2009 comScore, Inc.

CONTACT: Progressive Insurance
Cristy Cote
(440) 395-0135
Cristy_Cote@Progressive.com

Web.com
Olga Gikas
904-680-6679
ogikas@web.com

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