



## **Photo Release -- Web.com Makes it Easy for Local Businesses to Connect With Mobile Users**

### **Cloud-Based Service Allows Businesses to Automatically Activate Versions of Their Existing Websites Optimized for Mobile Devices**

JACKSONVILLE, Fla., June 16, 2011 (GLOBE NEWSWIRE) -- Web.com Group, Inc. (Nasdaq:WWW) a leading provider of Internet services and online marketing solutions for small businesses, has launched a simple but powerful new tool to enable small businesses to take advantage of the burgeoning mobile internet marketplace.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=9859>

"We're committed to helping small businesses capitalize on the growing mobile opportunity," said David L. Brown, chairman and chief executive officer of Web.com. "Our solution provides a simple, call-to-action interface for those engaging in local search, and frees small businesses from having to create and maintain one website for typical internet users and a separate site just for mobile users."

Web.com's Mobile Website detects when internet-enabled mobile devices are accessing a website and then redirects the user to mobile-friendly, icon-based views of the most sought-after information like directions, contact information and hours of operation. Because the service *automatically* populates the mobile site from existing content, site operators do not have to engage in costly and time-consuming redesigns or require mobile users to download apps. This product also eliminates the need for businesses to invest in and market a second domain name.

What's innovative about this product is that a website's images, banners, logos, and full-blown content are seamlessly converted into a mobile web view designed for the two- to four-inch screens used in most mobile devices. Information is displayed in a familiar, icon-based interface that loads faster than traditional web content.

"This streamlined mobile website interface is just the beginning for small businesses as they seek to leverage the enormous potential of mobile devices in local search," Brown continued. "Now that more than 84% of the handsets operating on wireless carriers' networks are capable of browsing the web (CTIA—The Wireless Association), small businesses must be able to effectively connect with potential customers at the moment they are poised to call, email or walk through the door."

Web.com is now offering this Mobile Website service to its new and renewing domain name customers through its recently-acquired [Register.com](http://www.register.com) subsidiary (<http://www.register.com/product/mobile.rcmx>). The Mobile Website product was developed in conjunction with Verisign, Inc. (Nasdaq:VRSN), the trusted provider of Internet infrastructure services for the networked world.

"Partnering with Web.com on their new Mobile Website service is a natural fit that will provide real value to consumers," noted Patrick Kane, senior vice president and general manager, Naming Services at Verisign. "We look forward to building that relationship and working together to usher in a new era of mobilization services."

Web.com's Mobile Website service is also being offered to its Do-It-Yourself (DIY) and Hosting customers (<http://www.web.com/landing/products/mobile.aspx>), and the service will be available to Web.com's eWorks XL (Do-It-For-Me) customers in early July.

#### About Web.com

Web.com Group, Inc. (Nasdaq:WWW) is a leading provider of internet services and online marketing solutions for small businesses. Web.com meets the needs of small businesses anywhere along their lifecycle by offering a full range of online services and support, including domain name registration services, website design, logo design, search engine optimization, search engine marketing and local sales leads, general contractor leads, franchise and homeowner association websites, shopping cart software, eCommerce web site design and call center services. For more information on the company, please visit [www.web.com](http://www.web.com) or call 1-800-GETSITE.

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The photo is also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress

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