



Photo Release -- Web.com's SmartCalls Solution Leads the Way With Mobile Specific Ads

JACKSONVILLE, Fla., April 23, 2012 (GLOBE NEWSWIRE) -- [Web.com](http://www.web.com) Group, Inc. (Nasdaq:WWWW), a leading provider of internet services and online marketing solutions for small- and medium-sized businesses, has launched a powerful new advertising solution to capture smartphone users' attention as they search for products and services. Web.com's [SmartCalls](#), a customized mobile marketing campaign based on the Google AdWords™ advertising service, is the ideal way to motivate potential customers to call, click and/or visit a business.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12529>

With a Web.com professional, customized campaign tailored to a particular industry and geography, SmartCalls can start businesses' phones ringing with Google mobile search ads and their 'click to call' features. These ads take advantage of the unique characteristics of smartphones, and capitalize on their ability to instantly connect by phone, or geo-locate for walk-in traffic. The SmartCalls product also provides robust campaign feedback including lead alerts, 24/7 call tracking and call recording. It all starts with a custom mobile marketing advertising plan based on an individual business's goals that is highly optimized for local search criteria and invites the customer to take action.

"With growing momentum in mobile, we are focused on helping small businesses connect with customers on their smartphones, where a Google search is often the gateway to interaction," said David Brown, chairman and chief executive officer of Web.com. "A SmartCalls campaign can help drive qualified leads by instantly introducing a potential customer to a business's products and services in a mobile-enhanced way, even if the business doesn't have a separate mobile website."

Mobile advertising's growing importance was underscored this week by the release of the [2011 IAB Internet Advertising Revenue Report](#) which identified mobile as the fastest growing component of digital advertising, with a 149 percent year-over-year increase.

Web.com's SmartCalls solution joins Web.com's fully developed search engine marketing program which features professionally created and managed ad campaigns based on the Google AdWords advertising service. Web.com has been a Google AdWords Authorized Reseller since 2006, and was recently selected as a Google AdWords Premier SMB Partner in recognition of meeting Google's highest standards and criteria for qualification and transparency, and the demonstrated ability to deliver exceptional service to small- and medium-sized businesses. For more information on Web.com's SmartCalls solution, click [here](#).

About Web.com

Web.com Group, Inc. (Nasdaq:WWWW) is a leading provider of online marketing for small- and medium-sized businesses (SMB's). Web.com meets the needs of SMB's 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, email marketing, general contractor leads, franchise and homeowner association websites, shopping cart software, eCommerce website design and call center services. For more information on the company, please visit <http://www.web.com>.

Note to Editors: Web.com is a registered trademark of Web.com Group, Inc.

The photo is also available via AP PhotoExpress.

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Web.com's SmartCalls solution puts targeted mobile advertising at a prospective customer's fingertips