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Simplify Commerce and Web.com Work Together to Make Accepting Payments Easy for Merchants

Simplify Commerce™ by MasterCard quickly enables payments acceptance for e-commerce, mobile transactions

St. Louis, MO (December 5, 2013) - [MasterCard](#) (NYSE: MA) and Web.com, a leading provider of Internet services and [online marketing solutions for small businesses](#), today announced an agreement to make [Simplify Commerce™](#) the payments provider for Web.com's new '[Take-a-Payment](#)' service.

Web.com serves more than 3 million small business customers ranging from restaurants and retail shops to service providers such as consultants and plumbers, and more. The company has engaged Simplify Commerce to provide the merchant account and payments gateway for their 'Take-a-Payment' service, which is targeted at small business owners and non-profits who want to offer consumers the ability to pay invoices, pay service fees, or make donations via the web site at any time.

[Simplify Commerce](#), released by MasterCard earlier this year, makes it easy to accept e-commerce and mobile commerce payments, regardless of payment brand, in a matter of minutes.

"At our core, we wanted to create a product that is incredibly simple for merchants to set up and easy for consumers to use. Being able to integrate payments into a seamless experience was critical, and Simplify Commerce gave us what we needed," says David Brown, chairman, CEO and president of Web.com. "Combined with the scale, understanding of payments and the trust that comes along with the MasterCard name, Simplify Commerce delivers a safe, simple and secure way to pay to our merchants and their customers."

"As more and more consumers make the switch to a digital lifestyle, it's important to give merchants of all sizes options that enable them to accept e-commerce and mobile payments and help them increase the reach of their businesses," said Garry Lyons, Chief Innovation Officer for MasterCard. "By aligning with Web.com's 'Take-a-Payment' service, we're opening up an easy way for merchants to widen their reach in the marketplace."

The relationship between Simplify Commerce and Web.com builds on the successful launch of [MasterPass™](#) checkout services for Web.com customers in June.

About MasterCard

[MasterCard](#) (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities - such as shopping, traveling, running a business and managing finances - easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#), join the discussion on the [Cashless Conversations Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

About Web.com

[Web.com Group, Inc.](#) (Nasdaq: WWW) provides a full range of Internet services to small businesses in order to help them compete and succeed online. Web.com is a global domain registrar and further meets the needs of small and medium-sized businesses anywhere along their lifecycle with affordable, subscription-based solutions including website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products, eCommerce solutions and call center services. For more information on the company, please visit www.web.com; follow us on Twitter [@webdotcom](#) or on Facebook at www.facebook.com/web.com. For additional online marketing resources and small business networking, please visit Web.com's [Small Business Forum](#).

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