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Web.com Incorporates MasterPass(TM) Checkout Services

Enhances Payment Acceptance and Checkout Experience for Shoppers of Online Merchants in U.S. and Canada

JACKSONVILLE, Fla., June 26, 2013 (GLOBE NEWSWIRE) -- [Web.com Group, Inc.](#) (Nasdaq:WWW), a leading provider of Internet services and [online marketing solutions for small businesses](#), today announced the implementation of [MasterPass™ digital wallet service](#) that allows consumers to use any payment card or enabled device to discover enhanced shopping experiences. The new service provides Web.com's expansive network of small business merchants the ability to offer their customers a convenient and flexible way to pay via the web or on a mobile device.

"We proactively seek out the latest advanced technologies, innovations and solutions that will enhance our customers' businesses and MasterPass was a natural fit," said Jason Teichman, Executive Vice President and Chief Marketing Officer at Web.com. "This type of service has typically been reserved for Fortune 500 companies, but through our partnership with MasterCard, we are making it available to our tens of thousands of small business customers who use our [online store solutions](#). It can be difficult to stand out in a crowded online marketplace, however, by offering [advanced commerce features](#) like MasterPass, our customers can differentiate themselves and deliver the shopping experience that their consumers demand."

Available now on participating Web.com customer online stores, shoppers can begin using MasterPass, providing a simplified and faster checkout experience. Web.com serves more than 3 million small business customers ranging from restaurants, retail shops, service providers, such as consultants or plumbers, and more. As MasterPass continues to evolve, Web.com customers will be provided additional tools and engagement mechanisms to further enhance customer loyalty through intelligent, easy-to-use solutions.

"At the end of the day, it's our goal to provide our merchant partners — and ultimately consumers — with an enhanced shopping experience that allows people to pay when, where and how they want," said Michael Cyr, Group Executive, U.S. Customer Delivery, MasterCard. "We understand that loyalty is critical for merchants. We've developed MasterPass to provide them a faster, easier online checkout experience for their customers that also aids in increasing sales and ultimately loyalty. And we've done this through a solution that doesn't significantly change the way they currently process payments."

Cardholders can sign up at [www.masterpass.com](#) or by clicking on the 'Buy with MasterPass' button when checking out at a Web.com customer online store.

[MasterPass™](#) is a digital service that allows consumers to use any payment card or enabled device to discover enhanced shopping experiences that are as simple as a click, tap or touch — online, in-store or anywhere. The MasterPass suite of services includes: MasterPass [checkout services](#) to provide merchants a consistent way to accept electronic payments regardless of where the consumer may be; [MasterPass-connected wallets](#) to enable banks, merchants and partners to offer their own wallets; and, MasterPass value added services to enrich the shopping experience before, during and after checkout.

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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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](https://twitter.com/MasterCardNews), join the discussion on the [Cashless Conversations Blog](#) and [subscribe](#) for the latest [news](#).

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