



July 1, 2013

Web.com Hosts Forum to Help Salt Lake City Small Businesses Succeed In Marketing Online

SALT LAKE CITY, Utah - July 1, 2013 - Web.com, a leading provider of Internet services and online marketing solutions for small and mid-sized businesses (SMBs), will host a free Small Business Forum designed to help Salt Lake City small business owners learn how to successfully increase visibility and market themselves online. The Small Business Forum will take place on Thursday, July 11, 2013, from 8:00 a.m. - 10:30 a.m. MDT at South Towne Exposition Center in Sandy.

Jeff Robbins, Utah Sports Commission President and CEO, and Mayor Tom Dolan of Sandy, will open the educational session, and then Web.com Vice President of Marketing Debbi Lechner will share information and tools to help small business owners increase visibility and optimize marketing efforts online.

"We're excited to have an event focused on what really works when marketing online so that small business owners in Salt Lake City can harness the power of the Internet to succeed," said Lechner. "We have best practices from working with millions of business owners every day who are addressing real-world challenges of marketing online and through social channels. As with other forums we've hosted recently across the U.S., there will be a dynamic dialogue surrounding a range of key, timely topics that small business owners face when tackling this increasingly important digital opportunity."

Topics and content at the Small Business Forum focus on ways small business owners can achieve a successful Internet presence, including the elements of a great website, how to determine if their website is working for them, increasing traffic to their website and business, and decoding how to efficiently market on Google, Facebook and Twitter.

"Small business is an essential piece of America's economy," said Dolan. "Now, more than ever, it's important for small businesses to equip themselves with the tools they need to find success, and I'm happy to support an organization that helps small business owners do just that in Web.com."

The Web.com Small Business Forum takes place in conjunction with the Utah Championship presented by Utah Sports Commission, which will be played Thursday, July 11, 2013 - Sunday, July 14, 2013, at the Willow Creek Country Club. As part of its recently announced agreement with the PGA TOUR, Web.com developed the Web.com Small Business Forum as a benefit to small business owners in communities where events are held.

"We're thrilled to welcome the Web.com Tour to Salt Lake City again and are excited to participate in something that gives back to local business," said Robbins. "Salt Lake City remains a destination for top-tier sporting events, and the Web.com Tour is evidence of that."

Event Details:

- **Where:** South Towne Exposition Center (9575 South State Street, Sandy, UT 84070)
- **When:** Thursday, July 11th, beginning with a complimentary breakfast at 8:00 a.m.; presentation will start promptly at 8:30 a.m. and will conclude at 10:00 a.m.
- **Cost:** Attendance is free, but advanced registration is requested at smallbusinessforum.web.com
- All attendees will receive one (1) free ticket to the Utah Championship presented by Utah Sports Commission

For more information, contact smallbusinessforum@web.com or call 800-862-8718.

About Web.com

Web.com Group, Inc. (Nasdaq: WWWW) 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 <http://www.web.com>.

About the Web.com Tour

Founded (1990), owned and operated by the PGA TOUR, the Web.Com Tour enters a new era in 2013 as it identifies those players who are ready to compete and win on golf's biggest stage. Beginning in 2013, the Web.com Tour becomes the path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the four-event Web.com Tour Finals in September. Web.com became the Tour's umbrella sponsor on June 27, 2012, replacing Nationwide Insurance. A 10-year agreement (through 2021) is in place. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won 356 PGA TOUR titles, including 17 majors and five PLAYERS Championships. The PGA TOUR, through the efforts of its three tours and their tournaments, sponsors, players and volunteers, supports over 3,000 local charities and has surpassed \$1.8 billion in charitable giving. To learn more about the PGA TOUR and Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, Twitter and Facebook.

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