



August 29, 2013

Web.com to Host Forum to Help Charlotte Small Businesses Elevate Online Presence

Small Business Forum to Be Held as Part of Web.com Tour Chiquita Classic Golf Tournament

JACKSONVILLE, Fla., Aug. 29, 2013 (GLOBE NEWSWIRE) -- Web.com, a leading provider of Internet services and online marketing solutions for small businesses, will host a free Small Business Forum designed to help Charlotte-area small business owners learn how to successfully increase visibility and market themselves online. The Small Business Forum will take place on Thursday, September 5, 2013, from 8:00 a.m. - 10:30 a.m. EDT at Ingersoll Rand's North American Headquarters and Corporate Center in Davidson.

Google Strategic Partner Manager Jenna Nichols will kick off the Web.com Small Business Forum, and then Web.com Vice President of Marketing Joanne Del Toro 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 helping small business owners find out what really works when marketing online so small businesses in the Charlotte area can harness the power of the Internet to succeed," said Del Toro. "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. We expect a lively dialogue covering 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 businesses are an essential piece of the U.S. as a whole," said Nichols. "Now, more than ever, it is 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 with Web.com."

The Web.com Small Business Forum takes place in conjunction with the Web.com Tour Chiquita Classic, which will be played Thursday, September 5, 2013 — Sunday, September 8, 2013, at River Run Country Club. As part of its 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.

Event Details:

- **Where:** Ingersoll Rand North American Headquarters and Corporate Center, Herbert L. Henkel Learning Center (800 Beaty Street, Davidson, NC 28036).
- **When:** Thursday, September 5, 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 pre-registered attendees will receive one (1) free ticket to the Chiquita Classic

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

About Web.com

[Web.com Group, Inc.](http://www.web.com) (Nasdaq:WWW) provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com is a global domain registrar and further meets the needs of small 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, please visit www.web.com; follow Web.com on Twitter [@webdotcom](https://twitter.com/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](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 363 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.

About Ingersoll Rand

[Ingersoll Rand](http://IngersollRand.com) (NYSE:IR) advances the quality of life by creating and sustaining safe, comfortable and efficient environments. Our people and our family of brands — including [Club Car](http://ClubCar.com)[®], [Ingersoll Rand](http://IngersollRand.com)[®], [Schlage](http://Schlage.com)[®], [Thermo King](http://ThermoKing.com)[®] and [Trane](http://Trane.com)[®] — work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and increase industrial productivity and efficiency. Ingersoll Rand products range from complete compressed air systems, tools and pumps to material and fluid handling systems. The diverse and innovative products, services and solutions enhance our customers' energy efficiency, productivity and operations. Ingersoll Rand is a \$14 billion global business committed to a world of sustainable progress and enduring results within our company and for our customers. For more information, visit ingersollrand.com or ingersollrandproducts.com.

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

CONTACT: Drew Crowell

GolinHarris for Web.com

972.341.2581

dcrowell@golinharris.com