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Web.com to Help San Diego Area Small Business Owners With Free Online Marketing Seminar

Small Business Summit to be Held as Part of the PGA TOUR Farmers Insurance Open at Torrey Pines Golf Club

JACKSONVILLE, Fla., Jan. 8, 2014 (GLOBE NEWSWIRE) -- Web.com, a leading provider of Internet services and online marketing solutions for small businesses, will host a free Small Business Summit designed to help small business owners learn how to successfully increase visibility and market themselves online. The Small Business Summit will take place on Thursday, January 23, 2014, from 8:00 a.m. — 10:30 a.m. PST at the Hilton La Jolla Torrey Pines.

Through Web.com's agreement with the PGA TOUR and as umbrella sponsor of the Web.com Tour, Web.com developed the Small Business Summit as a benefit to small business owners in communities across the country. The Web.com Small Business Summit takes place in conjunction with the Farmers Insurance Open, which will be held Thursday, January 23, 2014 — Sunday, January 26, 2014, at Torrey Pines Golf Course in La Jolla, California.

Crystal Sargent, Director of Marketing for Torrey Pines Bank, will kick off the Web.com Small Business Summit, and Web.com Vice President of Marketing Debbie Lechner will share information and tools to help small business owners increase visibility and optimize marketing efforts online.

"Small businesses are essential to the economic success of the local San Diego area," said Sargent. "So, it is important that small business owners equip themselves with the necessary tools to be successful online and to work with professionals, such as the Web.com team, who can help educate the small business owner and provide professional and quality online support."

Topics and content at the Small Business Summit 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 their business on Google, Facebook and Twitter.

"We're excited to bring this event focused on assisting small business owners to the small business owners in the greater San Diego community," said Lechner. "Working with millions of business owners every day, we have best practices that address 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."

Event Details:

- **Where:** Hilton La Jolla Torrey Pines, 10950 N Torrey Pines Rd, La Jolla, CA 92037
- **When:** Thursday, January 23, beginning with a complimentary continental breakfast at 8:00 a.m.; presentation will start promptly at 8:30 a.m. and will conclude at 10:30 a.m.
- **Cost:** Attendance is free, but advanced registration is requested at smallbusinessforum.web.com.

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

Attention Editors/News Directors:

For a glimpse into what it's like to attend a Web.com Small Business Summit event, please click [here](#) for a short video.

About Web.com

[Web.com Group, Inc.](#) (Nasdaq:WWW) provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com is owner of several global domain registrars 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](#).

About the PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, Champions Tour, Web.com Tour, NEC Series-PGA TOUR Latinoamérica, PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to nearly 945 million households in 225 countries and territories in 32 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2012, tournaments across all Tours generated more than \$130 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to \$1.86 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.

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