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Web.com and Jacksonville Jaguars Launch "Small Business Breakthrough" B2B Promotion -- Rewarding One Small Business With a NFL Club Sponsorship

Jacksonville-Area Business to Win Robust Jacksonville Jaguars Sponsorship During 2015 NFL Season and Full Digital Makeover From Web.com

JACKSONVILLE, Fla., July 14, 2015 (GLOBE NEWSWIRE) -- The Jacksonville Jaguars and Web.com (NASDAQ:WWW) today launched the inaugural "Small Business Breakthrough Powered by Web.com" competition, providing North/Central Florida and South Georgia region small businesses a rare opportunity to compete to win a comprehensive NFL sponsorship with the Jacksonville Jaguars and a full digital makeover from Web.com, together valued at more than \$250,000.

The competition challenges entrants to respond to a detailed questionnaire about their business, create an optional video discussing what they would do to grow their business if they were to win, and convince a final panel of judges featuring Jaguars Owner Shad Khan, Team President Mark Lamping, and Web.com CEO David Brown that they deserve the incredible prize.

Small Business Breakthrough Powered by Web.com was launched in an effort to help small businesses discover new ways to boost their marketing and earn next level exposure. The recent launch of the Jaguars Black B2B initiative - designed to provide small businesses with the most complete corporate experience in professional sports, and entertainment and Web.com's position as an industry leader in helping build customers' businesses by harnessing the full potential of the web, made this partnership a perfect fit.

This first-of-its-kind promotion in professional sports and entertainment will challenge local small businesses to compete in pursuit of a dream scenario: seeing their name in lights on the grandest of stages in sports, providing the winner with an incredible platform to take their business to the next level. The winner's comprehensive sponsorship of the Jaguars will include both traditional and non-traditional assets such as:

- Logo designation and usage rights
- Videoboard presence and commercial inventory
- Television and radio commercials featuring a Jaguars player or coach as an endorser
- Digital media presence on jaguars.com and in Jaguars social media
- In-business appearances by Jaguars players, coaches, and/or personalities
- Premium hospitality at EverBank Field on game days
- Client and prospect experiences with the Jaguars, and more

The winner's digital makeover will provide access to Web.com's full suite of industry leading solutions, including:

- State of the art custom website (or rebuild if necessary)
- Digital strategy session to boost customer reach - SEO/SEM, advertising, email marketing, ecommerce, and social media optimization
- Dedicated account manager to provide ongoing website updates and optimization

"As someone who was once a small business owner, I understand the challenges but also know there are opportunities," Khan said. "This is an opportunity. The American Dream is still achievable."

"We developed Jaguars BLACK to help local Jacksonville businesses create opportunities to drive their own success," Lamping added. "Partnering with a local Jacksonville company in Web.com, which believes in that philosophy, allowed us to come together and create something special for local businesses to participate in which we hope will inspire economic growth and impact in our community."

Businesses that are selected to venture to Round 2 will face casting interviews with Jaguars and Web.com senior executives, with 10 finalist businesses selected to enter "The Cage," a panel of five judges featuring Khan in a face-to-face, "Shark Tank"-style pitch process. Finalists will be asked a series of questions regarding their intent to utilize the sponsorship and digital makeover to grow their business. "The Cage" will be curated into a video content short series, culminating into a twenty-two

minute feature production. All content will be filmed and produced by a major motion picture studio, with the potential to be translated into a television production at a later date.

"As a Jaguars sponsor, we are beyond excited to launch a results-driven B2B platform to help inspire and grow small businesses," said Web.com Chairman and CEO David Brown. "This program offers that chance to dream big about the stage that a small business could leverage to generate amazing business results and the tangible effects that a Web.com digital makeover can provide for any business that may not be optimizing itself online."

Local businesses are encouraged to register for their chance for a "Breakthrough" at www.bigstagebigresults.com and post submission videos to Facebook at www.facebook.com/bigstagebigresults or by using the social media hashtag #bigstagebigresults.

The initial registration period for "Small Business Breakthrough Powered by Web.com" runs through Friday, July 31, with the second round interviews taking place between Aug. 1 and Aug. 13. "The Cage" final selection show featuring the panel of judges and 10 finalists will take place sometime between Thursday, August 13 and Saturday, Aug. 15, with the winner to be named on Monday, Aug. 17, in Jaguars social media and on Jaguars.com.

More information about the judging panel and competition details coming soon.

About Jacksonville Jaguars

The Jacksonville Jaguars are the premier company of its kind in North/Central Florida and South Georgia, and are a leading innovator in sports & entertainment. Home to the Jacksonville Jaguars and internationally recognized concerts and events, the city-owned EverBank Field is one of the top ranked venues of its kind in the world. The franchise has inspired incredible growth in its community with the development of the World's Largest Videoboard, North End Zone Spas & Cabanas, and the creation of Jaguars BLACK, an industry-leading small business program.

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 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. To get more information, visit www.web.com; follow Web.com on Twitter [@webdotcom](https://twitter.com/webdotcom) or on Facebook at Facebook: [Web.com](https://www.facebook.com/web.com). For additional online marketing resources and small business networking, please visit Web.com's [Small Business Summit](#).

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