



September 4, 2014

Web.com, First Data Invite Atlanta Area Small Businesses to Free Marketing Seminar

Small Business Summit to be Held at East Lake Golf Club During the FEDEX Playoff Finale -- TOUR Championship by Coca-Cola

JACKSONVILLE, Fla., Sept. 4, 2014 (GLOBE NEWSWIRE) -- Web.com (Nasdaq:WWW), a leading provider of Internet services and online marketing solutions for small businesses, will host a free marketing seminar designed to help small business owners in the Atlanta area learn how to successfully increase their business' visibility and better market themselves online. The Web.com Small Business Summit presented by First Data will take place on Wednesday, September 10, 2014, from 11:00 a.m. - 2:00 p.m. at the TOUR Championship by Coca-Cola golf tournament to be held at the East Lake Golf Club in Atlanta, Georgia. Through Web.com's agreement with the PGA TOUR and as the 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.

Web.com Director of Marketing Justin Leedy and a representative from First Data will share information and tools to help small business owners increase online visibility and optimize marketing efforts online; and how to utilize payment solutions, loyalty programs and merchant analytics.

Topics and content at the Web.com Small Business Summit presented by First Data will focus on ways small business owners can achieve a successful Internet presence, including, how to utilize payment solutions, loyalty programs and merchant analytics the elements of a great website, how to determine if their website is working for them, increasing traffic to their website and business, mobile marketing and decoding how to efficiently market their business on Google, Facebook and Twitter.

"Web.com has established a long-term commitment to give back to the communities we serve. Attendees of this free Web.com Small Business Summit presented by First Data will have the opportunity to hear from experts on how they can better market their businesses online," said Leedy. "Every day, Web.com helps millions of business owners address the challenges of building and maintaining an effective web presence that helps their businesses grow. This Web.com Small Business Summit presented by First Data will cover a range of key, timely topics designed to address the online challenges small business owners face."

First Data is a Premier Partner of the TOUR Championship by Coca-Cola. To help clients grow their businesses, the company recently launched new value-added commerce solutions, such as the CloverSM Station, PerkaSM and InsighticsSM CloverSM Station is First Data's new cloud-based business control and payment platform that puts a powerful business application marketplace at the merchant's fingertips. PerkaSM is the company's mobile marketing and consumer loyalty platform that helps small to medium-sized merchants engage their customers with location-based smartphone apps. InsighticsSM creates business intelligence analytics for merchants to drive additional revenue.

Event Details:

- **Where:** East Lake Golf Club, 16th hole, First Data Executive Club, 2575 Alston Drive SE, Atlanta, GA
- **When:** Wednesday, September 10, 2014; Registration, networking and lunch begin at 11:00 a.m.; the presentation will start promptly at 12:00 noon and will conclude by 2:00 p.m.
- **Cost:** Attendance is free, but advanced registration is requested at smallbusinesssummit.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 meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, 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 forum.web.com.

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.

About First Data

Around the world, every second of every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. First Data leverages its vast product portfolio and expertise to drive client revenue and profitability. Whether the choice of payment is by debit or credit card, gift card, check or mobile phone, online or at the checkout counter, First Data takes every opportunity to go beyond the transaction. More information about the company is available on FirstData.com as well as on Twitter, LinkedIn and YouTube.

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