



## **MerchantCircle Partners With Web.com to Offer Its Members New Online Marketing Solutions and Professional Website Design**

### **Strategic Partnership Enables Local Businesses to Create a Stronger Online Presence**

JACKSONVILLE, Fla. and LOS ALTOS, Calif., Sep 23, 2008 (GlobeNewswire via COMTEX News Network) -- Web.com (Nasdaq:WWW), a leading provider of online marketing for small businesses, and MerchantCircle, the largest social network of local business owners in the nation, have entered into a strategic partnership to provide MerchantCircle's local merchants with Web.com's online marketing solutions and professional website design services.

"We are excited to be working with MerchantCircle to offer full-service online marketing and website solutions as a complement to their popular online listing services," stated Jeff Stibel, President of Web.com. "With nearly half of all Internet users using search engines daily\*, the importance of having your website found within local searches is vital, as it creates awareness and new business opportunities cost-effectively."

Under the partnership, MerchantCircle customers will have access to a comprehensive online marketing solution that includes professional website design services, real-time customer care, and analytics to track site performance. Local merchants will be able to measure incoming calls, website leads, emails and faxes. Additionally, each customer's website goes through an extensive and ongoing SEO process which improves both relevancy and ranking.

"We are committed to helping local merchants take advantage of the Internet to grow their businesses," said Ben Smith, CEO of MerchantCircle. "We believe that Web.com's strong offering will round out the suite of high-value, low-cost online services we provide to our 600,000 members."

\* Pew Internet & American Life Project, August 2008

#### About MerchantCircle

Founded in 2005, MerchantCircle is the largest online network of local business owners in the nation, combining social networking features with a customizable web listing that allows local merchants to attract new customers. More than 15 million MerchantCircle business listings across the country are easily accessed on major search engines.

Currently, over 600,000 merchants on the MerchantCircle network upload pictures, blog, create coupons and newsletters, and connect with other merchants. In addition to its free services, MerchantCircle offers a portfolio of online advertising services, including Search Engine Marketing, Website Directory Submission, Web Content Creation, and Business Verification. MerchantCircle has attracted thousands of paying customers since launching a suite of advertising services in December.

MerchantCircle is located on Main St. in downtown Los Altos, Calif., and is funded by Rustic Canyon Partners, Scale Venture Partners, Disney's Steamboat Ventures, and Citysearch, a property of IAC. Learn more at [www.merchantcircle.com](http://www.merchantcircle.com).

#### About Web.com

Web.com (Nasdaq:WWW) is a leading provider of online marketing for small businesses. Web.com offers a full range of online services, including Internet marketing and advertising, local search, search engine marketing, search engine optimization, lead generation, home contractor specific leads, website design and publishing, and shopping cart solutions, meeting the needs of small businesses anywhere along their lifecycle. Web.com is currently incorporated in Delaware as Website Pros, Inc. and is doing business as Web.com. For more information on the company, please visit <http://www.web.com> or call 1-800-GETSITE.

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SOURCE: Web.com; MerchantCircle

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