



News release

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For immediate release

Endurance International Group Creates Labs Team Focused on Innovative Products for Small Business Owners

BURLINGTON, MA, May 8, 2013 -- Endurance International Group, a leading provider of cloud-based online solutions for small- and medium-sized businesses, today announced the opening of a new office in Cambridge, Massachusetts to focus on building innovative solutions for their customers. The new initiative, which is being called EIG Labs, or Labs for short, includes a team that is comprised of both veteran Endurance employees, as well as specialists in next generation web solutions.

Labs operates under a lean startup approach with the goal of creating minimum viable products. This strategy is aimed at encouraging rapid and quantitative market testing of a product or product feature to test customer response to solutions. In the short time the team has worked together, they have completed development on several projects, the results of which will be integrated in the core functionality of certain Endurance solutions.

"The creation of EIG Labs is in line with our focus on providing solutions to our SMB customers. Endurance has given the Labs team the autonomy and support needed to focus on building innovative products and services that we hope will help our customers reach their business goals," says Hari Ravichandran, CEO and a founder of Endurance International Group.

The EIG Labs team operates out of Kendall Square in Cambridge. "Working from Cambridge is part of our strategy to attract a talented team," adds Ravichandran. "Working outside of Endurance's corporate headquarters allows the team to take a different perspective on addressing our customers' needs". "At the pace Labs is able to move, and with the technologies it is able to experiment with, it is empowered to develop creative solutions to specific customer issues in a very short amount of time."

About Endurance International Group

A leading provider of cloud-based, web-presence solutions, Endurance International focuses on helping small business owners find the right mix of solutions to get their businesses online. Today, Endurance International supports over three million accounts through a family of brands that includes Bluehost, HostGator, Domain.com and iPage.

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