



News release

Tuesday, February 18, 2014

For immediate release

SMBs ask the Cloud – “Back me up and Sync me!”

Endurance to launch JustCloud to answer the plea

Endurance International Group (NASDAQ:EIGI) is launching JustCloud (www.justcloud.com), a cloud storage solution, across its portfolio of brands to meet the demand from small business for cloud-based backup, storage and syncing services. JustCloud provides automated computer backup of multiple computers, cloud storage and synced access to your files from any computer or mobile device through a handy mobile app.

While many SMBs are still unclear about the value of cloud-based solutions for their businesses, they are clear about the need for backup and sync. eMarketer recently published a June 2013 study by Cbeyond, "Summer 2013 Cbeyond Business Leader Snapshot," which indicates that when SMBs were asked “What business functions you would like to access via the cloud?”, 39% of respondents said they would like computer backup, 35% would like email across devices, and 32% would like shared file services.

The Endurance brands Bluehost, HostGator, FatCow, iPage and Typepad already provide email solutions through their web presence products, and now with the launch of JustCloud, they can provide these other services as well. JustCloud starts by providing backup, sync and file sharing, and its suite of services allows users to easily share files and folders via email, social media or private custom links. What’s more, backups and sync can be automated — a big plus for busy small business owners through easy drag and drop — all with peace of mind that files are secured with 256 bit encryption. Compatible with Mac, PC, Linux and across multiple devices, JustCloud is the perfect solution for the Endurance brands.

Endurance has begun offering current subscribers a free JustCloud account with 1GB of storage, just in time for tax preparation and filing season. Subscribers who need more storage can then go on to purchase a full account.

Hari Ravichandran, CEO of Endurance, said, “The cloud can enable so much for small business, but its value has yet to be clearly explained to customers. That’s why at Endurance, we plan to demonstrate, not just talk about, what the cloud can do for small business. We are pleased that we are going to be able to solve an obvious pain point for our customers. This is just one of many solutions we look forward to rolling out this year.”

About Endurance International Group

Endurance International Group is a leading provider of cloud-based platform solutions designed to help small and medium-sized businesses succeed online. Less than 20 years old, Endurance serves over 3.4 million subscribers through a family of brands that includes Bluehost, HostGator, Domain.com, FatCow, iPage, BigRock and MOJO Marketplace. Endurance is headquartered in Burlington, Massachusetts, has a presence in Asia and the Americas, and employs over 2,600 people. Endurance provides a comprehensive suite of over 150 products and services that includes web presence and mobile sites, email and eCommerce solutions, as well as more advanced offerings, such as SEO services, scalable computing, security, storage and backup, online marketing and productivity solutions. For more information, visit www.endurance.com.

This press release may contain "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, including statements regarding our plans for launching JustCloud or other new products or services. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as "intend", "plan", "expect", "look forward", "believe" or words of similar meaning. Actual results may differ materially from our expectations as a result of various important factors. For additional discussion of these and other factors, please refer to our filings with the Securities and Exchange Commission. Any forward-looking statements represent our views only as of today and we do not assume any obligation to update such statements.

Endurance International Group and the compass logo are trademarks of The Endurance International Group, Inc. Other brand names of Endurance International are trademarks of The Endurance International Group, Inc. or its subsidiaries.

Press Contact:

Dani LaSalvia
Endurance International Group
(781) 852-3212
press@endurance.com