



News release

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For immediate release

Endurance International Group Launches Bluehost China *Uses Multi-brand Strategy to Expand Footprint in Emerging Markets*

Burlington, MA, March 28, 2014 – [Endurance International Group](#) (NASDAQ: EIGI), a leading provider of cloud-based platform solutions to help small and medium-sized businesses succeed online, today announced the launch of [Bluehost China](#). The new, in-language website offers a much more localized experience for Chinese customers and is a noteworthy multi-brand initiative for Endurance, leveraging two of their most distinctive brands, both [Bluehost](#) and [Directi](#).

Bluehost China gives customers access to a local language control panel and localized customer support provided in Mandarin and Cantonese. Subscribers even have the option to host their account in either a Hong Kong or United States data center and to make payments using local options like Alipay. Specific offerings have been designed to cater to Chinese subscriber needs and include both Windows and Linux shared hosting, VPS with SAN storage, domains and many new gTLDs.

Bluehost China presents a significant opportunity for Endurance to bring the benefit of its platform and technology to regions where it can make a big difference. Bluehost already receives considerable traffic from China, and these new tailored offerings, along with a localized site and local language support, are expected to improve Endurance's immediate and long-term performance in a key growth market. According to the 2013 Global Media Intelligence report published by eMarketer, China's online population is expected to reach 657.9 million by the end of this year. Fixed high-speed connection household penetration is predicted to grow 12.9% this year alone and sustain double-digit gains through 2015. eMarketer predicts that such increases will continue to drive significant rises in web use throughout China.

"We are very excited about the launch of Bluehost China," said Hari Ravichandran, CEO of Endurance. "We are thrilled to leverage our various resources to take full advantage of opportunities in this emerging market. This launch demonstrates the strength of our multi-brand strategy, allowing us to combine the synergies of Bluehost, our leading technology brand, with Directi's strong platform. This is one of many multi-brand strategies Endurance expects to orchestrate over the coming years."

To learn more about Bluehost China, visit <http://cn.bluehost.com>.

About Bluehost

Bluehost is a leading provider of cloud-based solutions, including web hosting services, eCommerce tools, marketing applications, and more. Built on open source, Bluehost designs

and operates its own servers, develops innovative new internet technologies, and actively supports and participates in the open source community. For more information, visit www.bluehost.com.

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 3.5 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 growth in emerging markets, including China, and our multi-brand strategies. These forward-looking statements include, but are not limited to, plans, objectives, expectations, beliefs and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as “hope”, “opportunity,” “believe”, “expect”, “will” 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.

Bluehost is a registered trademark of Bluehost, Inc. 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.

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