



## News release

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For immediate release

### **iPage, an Endurance International Group Brand, Announces the Launch of WP Essential** *Simplifying the WordPress hosting experience for SMBs and bloggers*

Burlington, MA, April 16, 2014 – [iPage](#), an [Endurance International Group](#) (NASDAQ:EIGI) brand, and a leading provider of web hosting solutions, today announced the launch of [WP Essential](#). While many brands claim to offer a holistic solution for WordPress, one of the most popular self-publishing platforms in the world, iPage reengineered its WordPress hosting solution to be uniquely hassle-free, fast and secure. The new offering features fewer customers per server, cloud resource elasticity, and best of breed performance-enhancing plugins that are installed automatically. The user experience has also been completely revised with a streamlined control panel and curated free themes to get users online fast.

iPage noticed a void when it came to a WordPress solution that reduced the backend hosting hassles, allowing average users to more easily focus on their site content. As a result, WP Essential for iPage was developed with a high level of engagement from iPage's WordPress community. At the outset, a limited recruitment message for potential beta-testers on the iPage website garnered over 1,800 responses in just 24 hours – a testament to the interest in the offering.

While speed is only part of the story, WP Essential is among the fastest SSD-based offerings of its type available today. Sites powered by WP Essential have been measured to load pages in less than one-third the time of traditional WordPress hosting sites. Additionally, WP Essential sites are load balanced across a pool of Varnish and Nginx powered servers, helping to ensure that a WordPress site will be available for all customers and visitors to see should a subscriber's website see large traffic spikes.

With no page view limits, WP Essential sites can support millions of hits per day, providing subscribers with peace of mind even if their site is highlighted on Shark Tank, Facebook, Reddit, or another news or social media platform.

WP Essential is built on top of a new MySQL architecture, designed to facilitate even faster database queries and more reliable data delivery. The popular and useful Jetpack and W3 Total Cache plugins are automatically installed for subscribers. Additionally, a curated theme library is included, bringing highly popular features, performance and simplicity to WordPress users right out of the gate.

SiteLock, the security solution for WP Essential, scans for and automatically removes malware, and adds a firewall to further protect sites from bad guys. SiteLock's security features are also

combined with SiteLock's Content Delivery Network (CDN), providing subscribers faster content delivery for their websites and blogs.

Eliminating the hassle of maintaining a highly performant site, WP Essential comes with a dedicated service and support team. Subscribers will have a dedicated phone number to reach highly trained WordPress support specialists able to help tune or untangle any support or technical issue that might arise.

Finally, WP Essential includes daily backups, limit-free site traffic and storage for site content. New customers will also receive one free domain for the first year and personalized email. To make managing a site even easier, WP Essential will soon offer instant site copy functionality, allowing subscribers to make a quick preview copy of their website or blog. They can then test content or design changes without fear of breaking their live website.

As expected, subscribers have welcomed the hassle-free support and stellar performance. "Since going to WP Essential and getting some tuning support from you my average site load time has decreased from 2.12 seconds. to .82 seconds. Keep it up!" said an early user.

"WP Essential is a strong offering for our customers," adds John Shea, General Manager of iPage. "Subscribers get a huge economic value, amazing WordPress performance and a hassle-free environment enabling customers to focus on their site or blog content, without having to worry about backend technical details. It really enhances the WordPress experience."

To learn more about [WP Essential for iPage](#), watch this introductory [video](#).

### **About iPage**

iPage has been hosting business, personal, social, and non-profit websites for more than ten years with a focus on what customers care about most: websites, email, and online security. With a robust platform and proprietary technology, iPage provides customers plug-and-play solutions for fast and efficient set-up. iPage makes it simple for business owners to conquer the online world, with affordable solutions and 24/7 support. For more information, visit [www.iPage.com](http://www.iPage.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](http://www.endurance.com).

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