



News release

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For immediate release

Endurance International Group Acquires Mojones Inc.

Brands to deploy marketplace of design themes, code and scripts to customers

BURLINGTON, MA and SALT LAKE CITY, UT (March 25, 2013)--Endurance International Group, a leading provider of cloud-based web presence solutions for small- and medium-sized businesses, today announced the acquisition of Mojones, Inc, an open network that uses an innovative marketplace technology to distribute design themes, code and scripts to users of open-source applications.

Mojones, which operates mojo-themes.com and mojo-code.com among other sites, was founded in 2010 by open-source advocates JR Farr and Brady Nord, with the goal of providing creative solutions for popular CMS and e-commerce applications, including WordPress and Joomla . Over time, the company developed a distribution platform that allows designers, developers and engineers to upload and share their work with users of these applications.

Endurance plans to integrate Mojones products into its platform to deliver new design, code and script options to customers of its leading brands, including HostGator, Bluehost, iPage and Domain.com—providing new ways for small business owners to improve the appearance and functionality of their websites, shopping carts, blogs and other aspects of their web presence. The acquisition will also help make open-source applications more accessible to less-experienced users.

According to Endurance CEO and founder, Hari Ravichandran, “This acquisition aligns with our focus on providing robust solutions that help small business owners optimize their online presence. By making popular open-source applications less intimidating for less-technical users, we hope to open up new opportunities to enhance their digital footprint.

“As we got to know JR and Brady, I was impressed at what they’ve built in less than three years. Their marketplace simplifies the process of incorporating cutting-edge designs and features into websites—and really gives each small business owner a chance to create a presence that is unique to his or her business. We’re looking forward to giving our customers increased exposure to the creativity of the innovative thinkers who favor open networks.”

JR Farr echoed this sentiment, “This transaction enables Mojones contributors to reach more customers through the Endurance brands, and we appreciate Endurance’s long-standing reputation as a supporter of open source. It also provides us with an opportunity to help support the small businesses that drive the US economy—because the folks we work with are creating some pretty amazing stuff that can help businesses capitalize on web traffic.”

Endurance plans to release initial integrations of the Mojiness distribution platform to its brands later in 2013.

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 just over 3 million accounts through a family of brands that includes Bluehost, HostGator, Domain.com and iPage.

About Mojiness Inc

Founded in 2010, in Salt Lake City, Mojiness Inc. is the brainchild of JR Farr and Brady Nord. Mojiness uses a proprietary network of approximately 2,500 application developers to deliver innovate themes, code and scripts to users of popular open-source applications, including WordPress, Joomla and several shopping carts.

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