

News release

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For immediate release

The Journey From Flat Page to Site Experience

Bluehost launches a new site to better reflect what's going on inside the brand

Redesigning a corporate website is a massive undertaking. The journey from design through development and launch can be filled with many challenges that require vision, collaboration, diplomacy and grit. There is a delicate balance between preserving the innovative aspects of the legacy site and taking advantage of new technologies and content management approaches. That's the challenge that lay before Bluehost, an Endurance company (NASDAQ:EIGI), in designing and developing their new website, which debuted this week.

One of the challenges facing the Bluehost team was crafting a new experience that resonated with their highly technical audience. While many subscribers would have been perfectly happy with a command-line interface (think green type on a black screen), the Bluehost team knew that they had to drastically streamline the user experience. In order for the most critical and qualified audience – their subscribers – to appreciate these changes, the new site needed to properly showcase the brand's technical depth while allowing the marketing team to keep up with the pace of Bluehost's ongoing platform innovation.

Dan Handy, CEO at Bluehost says, "Our old Bluehost website was too one dimensional. It didn't reflect the true value we bring to our subscribers or demonstrate the sophistication of the products we offer today. While it was perfectly adequate a few years ago, when we just offered basic web presence, it didn't fully reflect the dynamic role we play in providing solutions and advice to both small-to-medium sized businesses and developers. We needed to better emphasize the evolution of our brand by showcasing our cloud-enablement technology platform – which offers everything from virtualized services to managed solutions, including an exciting new WordPress platform that we plan to launch in the very near future."

The new site (<http://www.bluehost.com>) more accurately captures the values of the brand and the dynamic environment in which it has always operated. "We wanted to present ourselves in a consistent and cohesive way," says Paul Mosley, Brand and Marketing Director at Bluehost. "We needed a place that was visually exciting – where we could tell stories and offer perspective and clearly differentiated our value from the commodity offers in the category. However, this is only the beginning. We will be making more changes in the coming months with the input and help of our subscribers. A site like this is a work in progress. "

The new Bluehost.com website was designed and built for modularity – enabling a steady flow of fresh content to an audience with a seemingly insatiable appetite for "all things technical."

Carousels provide the ability to change the entire tone of a page with powerful visuals and headline copy, while frequent posts in the blog educate and entertain. “The mantra on the redesign was ‘clean and accessible’ page experiences,” says Mosley. “This was very challenging given the qualities of our sophisticated platform.” The new site features type that is more inviting, navigation that is clearer, help that is easier to find and iconography that replaces the outdated copy blocks.

One of the highlights of the new site is the revamping of the Official Bluehost Blog. In a nod to the Bluehost gadget-oriented audience, the February 3rd post features an infographic entitled, “Gifts to Impress Your Techie Crush,” which includes must-have Valentine’s Day gifts like a Google Chromecast and the Pebble Smart Watch (Click [here](#) to download the infographic). “While the work on this blog continues, it has proven to be popular with subscribers as a source of news, education and entertainment,” says Mosley.

Hari Ravichandran, CEO of Endurance International Group says, “We have a strong house of brands at Endurance, with each one acting as a magnet for a particular audience and their preferences. This approach has been successful in serving the diverse needs of small businesses, designers and developers. However, we recognize that our websites need to do a better job communicating our distinct value to our subscribers. We’re changing that this year, with a number of brands planning to launch new web experiences. It makes perfect sense that Bluehost, the ‘tech geek’ of our Endurance family, leads the way.”

About Bluehost

Bluehost is a leading provider of cloud-based solutions, including web hosting services, e-commerce 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. Bluehost is dedicated to providing reliable in-house, US-based customer support. 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 3.4 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 e-commerce 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 new products or services or updating our brand websites. 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", "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.

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