

## **BIGROCK LAUNCHES IMPRESS.LY, A POWERFUL TOOL TO AUTOMATICALLY CREATE AN APP-LIKE WEBSITE**

*Impress.ly sources existing web content to automatically create a personalized, app-like site optimized for mobile with no coding required.*

**India – 2nd March, 2016**

[BigRock](#), part of [Endurance International Group](#)'s family of brands and one of India's leading domain name registrars and web hosting companies, today, in collaboration with Netherlands-based technology developer AppMachine, announced the launch of [Impress.ly](#), a full-featured web presence builder that creates a professional, dynamic, and personalized website that behaves like a native mobile app, with no coding or downloads required.

Impress.ly enables a small business to launch a web presence seamlessly across any screen, blurring the lines between a website and a native app for both iOS and Android operating platforms.

"As technology advances faster and drives a greater digital divide, Impress.ly is an effective tool to help small businesses get online and go mobile quickly," said Curt Raffi, Vice President Mobile Engagement and Apps at Endurance. "It's easier to use than drag-and-drop builders because of the structured, easy-to-use framework, which results in a well-organized website in minutes, no matter the user's level of experience. The site it creates is easily tailored – from the navigation to content presentation and style – empowering entrepreneurs to craft their individual identity on the web with minimal time or hassle."

Impress.ly's digital intelligence scans and organizes existing web assets from social media, websites, and other online resources to automatically populate highly customizable templates that can be modified to suit the user's needs. The builder automatically selects a design aesthetic based on inputs from the small business or their brand, resulting in a simple and fluid HTML5 site that looks and performs like a mobile app and automatically optimizes for any screen size. Impress.ly sites can be built both on a phone or a desktop.

"We're thrilled to bring Impress.ly to the Indian market," said Shashank Mehrotra, General Manager, BigRock. "Impress.ly is a perfect match for our country's burgeoning mobile user base. It helps users to create a mobile-friendly site in minutes, without requiring any skills or resources, and gives them the online presence they need to compete in a market that's heavily dependent on mobile accessibility."

Impress.ly is available on [bigrock.in](#) at a special introductory price of Rs. 549/month.

For more information, watch [Meet Impress.ly](#) or visit [www.impress.ly](#).

### **About BigRock**

[BigRock](#), an ICANN accredited registrar and hosting company, is a leading provider of web-presence solutions to small-businesses, professionals and individuals. We provide our customers a complete suite of products that help them establish & grow their online presence. Our product portfolio includes - domain registration, web-hosting services, Personal email services & Business Email services, website builder products, Virtual Private Servers (VPS) and digital certificates. Our product platform represents over 12 years of investment in technology R&D and powers over 8 million domains worldwide. For more information on BigRock, visit us at [bigrock.in](#), follow us on Twitter [@BigRock](#), and like us on Facebook at <https://www.facebook.com/BigRockIsSocial>



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Press Release



**About Endurance International Group**

[Endurance International Group](#) is a publicly traded (NASDAQ: [EIGI](#)) technology company that helps power small and medium-sized businesses online. Through its proprietary cloud platform, Endurance provides web presence solutions including web hosting, eCommerce, eMarketing and mobile business tools to approximately 4.7 million subscribers around the globe. The company's world-class family of brands includes Bluehost, HostGator, iPage, Domain.com, A Small Orange, MOJO Marketplace, BigRock, and ResellerClub among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 2,700 people across the United States in Utah, Texas, Washington and Arizona and in the United Kingdom, India, Israel and Brazil. For more information on how Endurance can help grow your business, visit [endurance.com](#), follow us on Twitter [@EnduranceIntl](#) and like us on Facebook at [www.facebook.com/EnduranceInternational](#).

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