

FOR RELEASE AFTER 2PM ON FEBRUARY 6, 2017

OwnLocal Acquires Print2Web; Accelerates its Mission to Make Local Media Companies the Integrated Marketing Partner for Their Local Advertisers

AUSTIN, TX—February 6, 2017—Y-Combinator backed OwnLocal announced today they have acquired Print2Web, a pioneering digital service provider for the newspaper industry. The acquisition fits into OwnLocal's strategy to make localized digital marketing accessible to all businesses through traditional media outlets, such as newspapers.

OwnLocal uses technology to automatically turn traditional print, audio, and video advertisements into online marketing campaigns. Their ad platform creates predictable new revenue streams for their media partners and provides effective and affordable digital marketing solutions for local business advertisers. OwnLocal works with more than 3,000 newspapers globally—such as Gannett, tronc, and GateHouse Media publications—and powers digital campaigns for more than 100,000 local businesses every month.

Print2Web was founded in 2001 and was one of the first companies to digitize print advertisements for newspapers. They work with 450+ newspapers and service tens of thousands of local businesses.

Al Corey, founder and President of Print2Web, said, "We look forward to leveraging OwnLocal's global network and vast resources to help more local media organizations empower businesses in their communities. We know our customers will be well taken care of by OwnLocal."

Corey, a 30 year veteran of the newspaper industry, is taking this opportunity to retire.

The acquisition of Print2Web will allow OwnLocal to expand their partner network and augment the suite of automated digital services they provide to their media partners.

"Newspapers have a difficult time offering effective and affordable digital solutions to their advertisers. With OwnLocal, they can automatically provide digital marketing to their SMBs at a fraction of the cost they could find anywhere else," said Lloyd Armbrust, founder and CEO of OwnLocal. "Print2Web's long-standing relationships and deep industry knowledge will allow us to deliver our solutions at an accelerated rate. We're excited to combine our core strengths to better serve the local media market."

OwnLocal plans to integrate Print2Web's 30 remote employees into their own team. This is OwnLocal's fourth acquisition in three years.

The terms of the agreement were not disclosed.

About OwnLocal

OwnLocal is an Austin, Texas-based startup founded in 2010. The company is backed by the leading investors in media and technology, including Y-Combinator, Lerer Hippeau Ventures, Knight Foundation, Baseline Ventures, and angel investors including Joshua Schachter (Delicious), Jonathan Coon (1-800 Contacts), and Paul Buchheit (creator of Gmail). OwnLocal works with 3,000+ media companies throughout North America, Europe, and Australia. By turning traditional advertisements into powerful online campaigns, OwnLocal provides small businesses with a simple entry point into digital advertising and adds hundreds of thousands of dollars in new, recurring revenue to their media partners' bottom lines. OwnLocal has acquired four companies since 2011, including Whoosh Traffic, Sidengo, Smart Media Kit, and Print2Web. They have 70 full-time employees.

About Print2Web

Print2Web is a pioneer in digitizing print advertisements and has built a business serving more than 450 media companies and their customers in The United States, Canada, and Australia. Products include local advertiser directories, classified advertising services, special section display and management, and local search. Print2Web was founded in 2001 by Al Corey, former VP of Advertising at the St. Petersburg Times (now the Tampa Bay Times), and is headquartered in St. Petersburg, Florida. After 30+ years of serving the newspaper industry, Corey is taking this opportunity to retire.

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