



## Lighthouse 360 by Web.com Wins Two 2017 Townie Choice Awards – the Most Prominent Peer-Recognition Awards in the Dental Industry

December 13, 2017

### Practicing dentists vote Lighthouse 360 as best 'Patient Communication System' in the industry for a second consecutive year and best 'Dental Marketing'

JACKSONVILLE, Fla., Dec. 13, 2017 (GLOBE NEWSWIRE) -- Web.com Group, Inc. (Nasdaq:WEB), a leading global provider of a full range of internet services and online marketing solutions for small businesses, is proud to announce that Lighthouse 360 – an all-in-one automated patient communication software geared for dental practices – won two 2017 Townie Choice Awards. Organized by leading industry publication [Dentaltown Magazine](#), the Townie Choice Awards are some of the most prominent peer recognitions in dentistry.

Winners of this prestigious award are nominated by practicing dentists who are members of Dentaltown's 230,000-strong online community. For the second year in a row, the majority of practitioners chose Lighthouse 360 as the winning "patient communication system." This year, Lighthouse 360 was also named the top in "dental marketing."

"We created Lighthouse 360 to automate appointment confirmations, reduce cancellations and increase production," said Gijo Mathew, senior vice president of product and design at Web.com. "Peer recognition awards are a great validation of the long-term business benefits being felt by our customers."

In addition to its recognition by The Fisco Choice Awards, Lighthouse 360 is also a Dental Product Shopper (DPS) [Evaluators' Choice](#). For a free demo of Lighthouse 360 and its award-winning [Dental Marketing](#), call 888-368-9101 or visit [www.LH360.com](http://www.LH360.com).

#### ABOUT LIGHTHOUSE 360

Lighthouse 360 by Web.com automates dentists' daily consumer interactions and office routines such as appointment reminders, leading to improved operational efficiency and business results. Lighthouse 360 features include phone, text, email and postcard appointment automation, reactivation letters, family messages, patient reviews, seamless practice management integration, all-day data synchronization and more. The automated messaging capabilities have helped customers increase production by an average of 30 percent, and its features designed to boost practice efficiency, on average, save dental practices 16 hours per week and eliminate seven hours of weekly phone time for the front desk. Lighthouse 360 serves dentists throughout the United States and Canada. Lighthouse 360 scored a 4.9/5.0 from current clients who were asked by Dental Product Shopper to rate and comment on their experience with the product. Further, 80 percent of clients say using Lighthouse 360 has increased the overall happiness of their staff.

#### ABOUT WEB.COM

Web.com Group, Inc. (Nasdaq:WEB) provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products and ecommerce solutions. For more information, please visit [www.web.com](http://www.web.com); follow Web.com on Twitter @webdotcom or on Facebook at facebook.com/web.com.

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Source: Web.com Group, Inc.