



## Tron® Names Web.com a Preferred Digital Marketing Partner

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JACKSONVILLE, Fla., Feb. 14, 2018 (GLOBE NEWSWIRE) -- Web.com Group, Inc. (Nasdaq:WEB), the marketing partner for businesses wanting to connect with more customers and grow, today announced its selection by Tron®, the world's largest golf management company, as a preferred digital marketing partner for its network of 270+ golf courses and 80 private clubs. The leader in golf course management, development, and marketing tapped the online marketing firm to provide pay-per-click (PPC), remarketing, and geo-fencing advertising services to help prospective golfers find Tron properties.

"We have transitioned all of our regional website campaigns to Web.com and are quite pleased with the higher level of service, more sophisticated reporting and most importantly strong results – delivering rounds and revenues to Tron-managed locations," said Kris Strauss, senior vice president of sales and marketing at Tron. "Web.com is the right partner for us because they are adept at reaching specific audiences with the right message."

"With our award-winning customer service and best-in-class marketing technologies, nobody is better suited than Web.com to help Tron's golf-course operators reach golfers of all ages when they search for golf-destination information from their smartphone or computer," said David L. Brown, chairman, chief executive officer and president of Web.com. "We look forward to blending our expertise in online marketing with our understanding of the sport of golf to help Tron grow and succeed."

No stranger to golf, Web.com has been the umbrella sponsor of the Web.com Tour and a proud sponsor of the PGA TOUR for the last five years. Web.com also is a sponsor of Professional Golfer Jim Furyk and builds websites and marketing campaigns for some of the world's most successful professional golfers.

### About Tron®

Headquartered in Scottsdale, Ariz., Tron® is the world's largest golf management company, with more than 270 golf courses in its portfolio. Tron also specializes in homeowner association management, private residence clubs, estate management and associated hospitality venues. Tron's award-winning food and beverage division operates and manages more than 150 restaurants located at golf resorts, private clubs, daily fee golf courses and recreational facilities around the world. The company oversees operations at Tron Golf, Honours Golf, Tron Privé (the private club operating division of Tron) and Tron International with properties located in 36 states and 33 countries. Additionally, there are 57 Tron affiliated properties featuring 79 courses that have been recipients of a "Top 100" ranking by national and international publications. Tron properties include Lake of Isles Golf Club in North Stonington, Connecticut; Kapalua on Maui, Hawaii; Mauna Lani Resort on the Kohala Coast on Hawaii; The Centurion Club in London, England; Tiburón Golf Club at The Ritz-Carlton Golf Resort, Naples in Florida; Els Club Desaru Coast in Malaysia; and Palmilla Golf Club in San Jose del Cabo, Mexico. For additional news and information, visit [www.Tron.com](http://www.Tron.com), or connect with Tron on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [Blog](#), [Press Room](#), or subscribe to [Tron Golf & Travel](#).

### About Web.com

Since 1997 we at Web.com (Nasdaq:WEB) have been the marketing partner for businesses wanting to connect with more customers and grow. We listen, then apply our expertise to deliver solutions that owners need to market and manage their businesses, from building brands online to reaching more customers or growing relationships with existing customers. For some, this means a fast, reliable, attractive website; for others, it means customized marketing plans that deliver local leads; and for others, it means customer-scheduling or customer-relationship marketing (CRM) tools that help businesses run more efficiently. Owners from big to small and everything in between can focus on running the companies they know while we handle the marketing they need. To learn how this global company collaborates with customers and employees to achieve their potential, explore [Web.com](http://Web.com) or follow on Twitter at [@webdotcom](#) and Facebook at [facebook.com/web.com](http://facebook.com/web.com).

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