

LEGACY.COM ACQUIRES UK-BASED WEB ANNOUNCEMENTS LTD.

Leading Provider of Online Obituaries Expands Global Reach with Acquisition of Company with Strong European Presence

EVANSTON, Ill. (May 9, 2013) – Legacy.com, Inc., the leading provider of online obituary solutions in the U.S., today announced it has acquired Web Announcements Ltd, the parent company of iAnnounce (www.iAnnounce.co.uk), the European leader in online obituaries and family announcements.

The combined company will have partnerships with more than 1,300 newspapers around the globe, from Legacy.com's base in North America to Europe, Australia and New Zealand. Web Announcements' iAnnounce platform for online obituaries in Europe will continue to be available, with iAnnounce newspaper partners soon enjoying access to additional features and functions currently available through Legacy.com.

Stopher Bartol, CEO of Legacy.com, said, "We've been impressed for some time with the company that Web Announcements Ltd has built. We are thrilled to be working with them and to welcome their affiliates into the Legacy.com network. Customers of both Legacy.com and iAnnounce will be the winners from this merger."

Alex Stitt, CEO of Web Announcements Ltd., said, "iAnnounce newspaper partners across Europe will enjoy access to new opportunities to serve readers and create value. Legacy.com brings over a decade of innovation in the online obituary category to what will be a truly exceptional combined company. My team is thrilled to join the team at Legacy.com."

ABOUT LEGACY.COM, INC.

Founded in 1998 and based in Evanston, IL, Legacy.com collaborates with more than 900 newspapers in the U.S., Canada, Australia, New Zealand, and the UK to provide ways for readers to express condolences and share remembrances of loved ones. As the leader in the online memorial and obituary market, Legacy.com draws more than 18 million visitors each month. For more information, visit www.Legacy.com.

ABOUT WEB ANNOUNCEMENTS LTD.

Founded in 2006 and based in London, Web Announcements Ltd. is the parent company of iAnnounce, the leading European internet application for adding value to announcement advertising in newspapers. iAnnounce serves more than 400 newspapers across Europe, enhancing notices and generating increased traffic and revenue.

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