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FOR IMMEDIATE RELEASE**LEADPAGES GROWTH CONTINUES AS COMPANY
STARTS 5TH YEAR OF OPERATION**

*Company adds over 26 new team members, including
Dustin Robertson as company's first CMO*

MINNEAPOLIS, April 4, 2017 - Minneapolis-based Leadpages capped off another quarter of significant growth as the company entered its fifth year of operation. The company saw growth across all of its product lines—Leadpages, Drip, and Center—adding over 18,000 users in the quarter and achieving new revenue milestones. The company also continued to expand its team: 26 new team members joined Leadpages in the first quarter of 2017, including the addition of Dustin Robertson in the newly created role of Chief Marketing Officer.

“We are thrilled to kick off 2017 in such strong fashion as we enter our fifth year,” said Clay Collins, co-founder and CEO of Leadpages. “It is exciting to see our multi-product portfolio gain traction with customers in the market.”

Collins continued, “To support this growth, we will continue to recruit some of the best and brightest to fill an expected 25–50 open positions later in 2017. Nothing epitomizes that approach more than the addition of Dustin as our first CMO. His deep and relevant experience in building leading ecommerce brands will serve us well in this next phase of the Leadpages story.”

Robertson will be joining Leadpages from Vegas.com, the destination-specific online travel agency founded in 1998 and located in Las Vegas, Nevada. Robertson spent more than three years as the Chief Marketing Officer at Vegas.com, where he successfully repositioned the company brand to drive more traffic and sales. Before Vegas.com, Robertson spent 13 years at Backcountry.com, the largest online speciality retailer of outdoor gear. He helped that company grow from zero to \$350M in annual revenue.

“We had such an amazing time growing Backcountry.com from nothing and did it all with no money raised—we were bootstrapped the entire time,” said Robertson. “The fact that Clay



started Leadpages from a single idea to where it is now is something that really appealed to me. I am incredibly excited about the market opportunity the company is pursuing.”

Robertson is the second C-level addition to the Leadpages leadership team within a year. Jason Heath was appointed last year as Chief Financial Officer at Leadpages after holding similar roles at GoDaddy.com.

While sustaining strong organic growth, the company continues to actively pursue acquisition opportunities after last summer’s successful acquisition of California-based marketing automation company Drip.

About Leadpages

Leadpages creates software solutions that help businesses of all sizes generate more revenue from their digital marketing efforts. More than 45,000 businesses in over 135 countries use Leadpages to capture leads and make sales, Drip to automate their email marketing, and Center to control and orchestrate their marketing technology stack. Headquartered in Minneapolis, Leadpages has attracted investors including the Foundry Group and Drive Capital. For more information, visit [Leadpages.net](https://www.leadpages.net).