



## Apptix Announces the Sale of its Hosted Exchange Customer Base to GoDaddy

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*Enables Apptix to Expand Focus on its Managed Service Offerings Delivering Customizable Private and Hybrid Cloud Solutions*

**Herndon, VA – September 9, 2015** Apptix® (OSE: APP), a premier cloud and managed services provider, announced today that it has sold the majority of its direct public/multi-tenant cloud customer base to GoDaddy (NYSE: GDDY), the world’s largest technology provider dedicated to small businesses. The transaction was completed for \$22.5 million in cash paid at closing plus additional consideration, which can be earned upon meeting specific migration milestones.

Customers will migrate to GoDaddy’s Microsoft Office 365 offering over the next several months and will also benefit from GoDaddy’s award-winning, 24x7 customer care. GoDaddy is one of Microsoft’s largest Office 365 resellers. Customers affected by this migration are primarily small and mid-sized organizations subscribing to the Apptix Hosted Exchange email services, and will have Apptix’ full support throughout the transition.

“This is a transforming event for Apptix. This allows us to pursue our strategy of broadening our offering into managed services and to deliver customizable private and hybrid cloud solutions,” said Chris Mack, President of Apptix. “The capital from this transaction provides Apptix with the resources necessary to support both organic and inorganic growth initiatives.”

Apptix will be leveraging the cash infusion to further build upon its mission to become a full-suite managed service provider. Apptix plans on expanding its cloud infrastructure offerings and professional services expertise to acquire new customers by proving a broader portfolio of managed services and cloud solutions.

**Blue Beacon Capital initiated and brokered this transaction.**



#### *About Apptix*

Apptix (OSE: APP) is a premier provider of managed and hosted business communication, collaboration, compliance & security, and infrastructure solutions to mid-market and enterprise customers and blue chip channel partners. Apptix is a Cloud services pioneer with nearly 400,000 users under contract around the world. Apptix's comprehensive portfolio of Cloud solutions includes Microsoft Office 365, Managed & Hosted Exchange email, VoIP, Microsoft SharePoint, Microsoft Lync, Servers on Demand, and Enterprise Backup. Services are delivered over a highly reliable network leveraging best-in-class technology, housed in SSAE 16-compliant datacenters, and backed by U.S.-based 24/7 support. For more information, visit [www.apptix.com](http://www.apptix.com).

#### *About GoDaddy*

GoDaddy's mission is to radically shift the global economy toward small businesses by empowering people to easily start, confidently grow and successfully run their own ventures. With more than 13 million customers worldwide and more than 60 million domain names under management, GoDaddy gives small business owners the tools to name their idea, build a beautiful online presence, attract customers and manage their business. To learn more about the company, visit [www.GoDaddy.com](http://www.GoDaddy.com).

#### *About Blue Beacon Capital*

Blue Beacon Capital is a leading investment bank serving companies in the technology and communications industries. The firm provides a full range of advisory services including mergers and acquisitions, exclusive sales, private equity and debt financings, restructurings, recapitalizations, valuation and fairness opinions. For details, please visit [www.bluebeaconcapital.com](http://www.bluebeaconcapital.com).