

## Press Release

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### **Allconnect Announces WhiteFence Acquisitio**

ATLANTA — (BUSINESS WIRE, November 18, 2013 — Atlanta-based Allconnect, Inc., a national leader in connecting consumers with essential home services, today announced its acquisition of Texas-based online marketer WhiteFence, Inc.

The acquisition augments Allconnect's growth strategy, brings together industry leaders and immediately increases Allconnect's reach in choice-based consumer offerings for essential home services. WhiteFence's digital expertise and portfolio of assets add new tools to Allconnect's strong core business and deep utility and service provider relationships. The combined company's enhanced growth platform allows Allconnect to further innovate and offer an expanded range of products and services to consumers, utilities and home service providers.

"The synergy of WhiteFence's digital capabilities, technology platform and talent with Allconnect's market scale and strong utility partnerships allows the combined company to offer more options for consumers, further strengthening our commitment to customer satisfaction," said Allconnect CEO Mark Miller. "Joining with WhiteFence provides us with the tools to fuel growth opportunities for our partners and expand the channels that introduce their services and products to consumers."

"The WhiteFence team is excited about the potential for innovation and growth this business combination brings to all parties involved." said WhiteFence CEO Bob Harris. "As two of the nation's leading home services providers, our companies have complementary skill sets and both have served the telecommunications and energy industries since our inceptions."

In addition to expanding Allconnect's digital footprint, the acquisition also expands Allconnect's portfolio of deregulated utility partners and builds on Allconnect's strategic initiative to promote energy initiatives and clean technology products to consumers.

Through the transaction, which closed on November 15, Allconnect purchased substantially all of WhiteFence's assets through an Allconnect wholly-owned subsidiary. The WhiteFence team, whose operations will remain in Houston, will be integrated into Allconnect. Both companies expect a seamless integration with minimal disruption to operations.

### **About Allconnect**

Through relationships with major utilities and home service providers, Allconnect has helped millions of consumers save time and money on essential home services, including communication bundles, TV, Internet, phone and home security. The company offers a convenient single source for comparing and ordering when customers are transferring or establishing household services and want to ensure they get the best value. Allconnect's customized solutions for energy partners has helped increase adoption of energy initiatives,

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such as home protection products, demand response offers, energy efficiency programs and green energy initiatives. Founded in 1998, Allconnect is headquartered in Atlanta, Georgia, with Sales & Customer Care Centers in Atlanta; Lexington, Kentucky; and St. George, Utah. For more information, visit [Allconnect.com](http://Allconnect.com) or follow the company on Twitter and Facebook.

### **About WhiteFence**

WhiteFence, Inc. is an online marketing company focused in the home services vertical. It operates a nationwide online marketplace for consumers to comparatively evaluate and purchase a broad array of home services uniquely tailored to their specific needs, and aligned with the provider alternatives at their home address. The company's product offerings include essential home services such as telephone, cable and satellite television, high speed Internet, electricity, natural gas, and home security.

WhiteFence connects consumers seeking home services with a marketplace of providers based on their home address. Consumers seeking to save time and money or start new services at home can find a comprehensive list of service offerings available for their specific address from over one hundred nationally and locally recognized service providers in a matter of seconds. Consumer traffic for WhiteFence's platform is generated through the company's online network, consisting of its flagship website, [WhiteFence.com](http://WhiteFence.com), and over 50 other owned and operated websites, as well as over 100 channel partner sites. In 2012, the Company had over 10 million unique visitors and generated over 600,000 submitted orders to the Company's providers. For more information, please visit [WhiteFence.com](http://WhiteFence.com).