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LEGACY.COM ACQUIRES iPUBLISH MEDIA

Acquisition supports Legacy's increased investment in newspapers and funeral homes

CHICAGO, Ill. (January 15, 2020) – Legacy.com, Inc., the leading provider of online obituary solutions in the U.S., has acquired iPublish Media Solutions, the most widely used self-serve platform for placement of obituaries and other announcements in U.S. newspapers.

Legacy.com has been an innovator in memorial publishing for two decades, providing unique technologies, social engagement products, and digital expertise to help local news organizations better serve their communities. This acquisition will simplify the process of placing newspaper obituaries and significantly expand access to self-serve publishing tools for funeral homes and consumers.

“Legacy is an open platform that integrates with any and all self-serve solutions deployed by publishers, and we will enthusiastically continue to do so,” says Stopher Bartol, CEO of Legacy.com. “Yet our view is that the iPublish team and technology are the absolute best-in-class. We are delighted to be able to offer the expertise of both Legacy and iPublish to drive business and customer satisfaction for those local partners who want the benefits of a comprehensive obituary intake and publishing solution.”

While iPublish will be run independently by its current leadership, the two companies and their customers will benefit from tighter alignment of their respective platforms. Legacy has declared 2020 to be “The Year of the Obbit,” during which it will help its partners strengthen their memorialization product offerings and promote the category overall.

“We’ve watched Legacy grow to become the preeminent player in memorialization, and we’ve integrated with them every step of the way,” says Andrew Zimmon, CEO of iPublish Media. “We are thrilled to be bringing our combined strengths to the marketplace where the winners will include media partners, funeral homes, and consumers everywhere.”

Legacy.com[®] ABOUT LEGACY.COM INC. •

Legacy.com is the global leader in online obituaries with over 40 million visitors each month. The company provides support and obituary-related services to more than 1,500 newspapers and 3,500 funeral homes in the United States, Canada, Australia, New Zealand, and the U.K., to help people express condolences and share remembrances of loved ones. Legacy.com partners benefit from unparalleled scale and expertise that delivers industry-leading products, innovative e-commerce solutions, and award-winning customer service. Legacy.com is headquartered in Chicago, Illinois. Visit [Legacy.com](https://www.legacy.com) for more information.

iPublishmedia ABOUT iPUBLISH •

iPublish Media Solutions is the industry leader in self-serve advertising. The company currently works with hundreds of publishers every day to process thousands of announcements. Its industry-leading self-serve advertising platform is easy to use and provides the performance and versatility to create and sell any print, digital, or social advertising campaign, for any product or platform, 24/7/365. For more information regarding iPublish Media Solutions, please visit [iPublishmedia.com](https://www.ipublishmedia.com).

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