



PRESS RELEASE

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RELEASE DATE

31 Jan 2022

LEADING WORDPRESS MEMBERSHIP PLUGIN MEMBERPRESS LAUNCHES NEW WEBSITE

The plugin's development, growth, and support teams designed the website to deliver better UX, upgraded customer resources, and additional support

CEDAR CITY, UTAH, Jan 31, 2022 — World leading membership plugin MemberPress today announced the launch of its upgraded website. The URL (memberpress.com) is the same. New features bring better overall experience, quicker support, and access to a greater pool of business-building resources.

MemberPress creator **Blair Williams** said, "We're super excited to do this launch at the start of the new year. The team has had their noses to the grindstone through all of 2021, and it shows. I couldn't be prouder of them."

The launch is part of an ongoing initiative Williams is heading up to make MemberPress the Web's top WordPress small business resource. "In 2021, we celebrated what we call the '\$1 Billion Benchmark.' Our users reached a collective revenue of over \$1 billion using MemberPress. That's amazing... but not surprising. Our customers are brilliant small business entrepreneurs, and it's our goal to give them the tools they need to realize their ideas. That's what we're all about," Williams said.

Other elements in the improvement initiative include:

- A focus on data decentralization – further developing MemberPress as a product that allows small businesses to own their data and maintain control in the era of data scarcity and widespread de-platforming
- Setting the stage for cryptocurrency, Web3, and the metaverse
- Enhanced product education, including free video courses
- Data reporting and payment upgrades
- Significant enhancements to the plugin's LMS platform, Courses

Read more about the MemberPress site launch [here](#).

About MemberPress: Developer Blair Williams formed Caseproof LLC in 2004 as a Utah Limited Liability company. Since then, Caseproof has built several software products for its clients and the public. The flagship product, MemberPress, is the world's top WordPress paywall and membership plugin. Other Caseproof products include Pretty Links, EasyAffiliate, ThirstyAffiliates, and Buy Now Plus. Learn more about MemberPress [here](#).

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