

Equal Pay Consortium Collaborating To Help Close Gender Pay Gap

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WASHINGTON, Aug. 26, 2016 /PRNewswire/ -- GoDaddy Inc. (NYSE: GDDY), the world's largest technology provider dedicated to small business, is joining forces with a growing consortium of U.S. companies to help promote best practices and share ideas to eliminate the gender pay gap. The conglomerate of employer representatives is being called Employers for Pay Equity. Today, its list of signatory companies has grown to more than 50, double the size since the White House Equal Pay pledge was announced in June, signaling increased commitment to women's equality.

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Today's announcement celebrating increased support from U.S. corporations comes on Women's Equality Day, proclaimed each year by the U.S. President since 1971 to commemorate the 19th Amendment granting women the right to vote.

[GoDaddy is one of the originating signatories](#) of the recent '[Equal Pay Pledge](#)' aimed at closing the gender pay gap. Despite passage of the Federal Equal Pay Act of 1963, which requires equal pay for equal work, women working full-time in the U.S. still earn just 79 percent of men's wages, according to federal statistics.

Members of the Employers for Pay Equity consortium met for the first time this summer, and have now united as a private, business-to-business organization in order to work independently and harness its collaborative power as an employer-led entity. Its charter is to leverage the group's collective expertise to eliminate the national pay and leadership gaps for women and ethnic minorities. To learn more about joining the pledge and read the full mission statement, please visit [EmployersForPayEquity.com](#).

"This isn't about making unachievable promises, or lending lip-service to the cause – this is about bringing together wisdom from an incredible range of companies willing to share their best practices, to learn from each other and encourage more businesses to implement real change to balance the gender pay gap," said GoDaddy Chief People Officer Auguste Goldman. "It's the right thing to do, it's what our employees and customers want, and it's also good for the bottom line. It's been more than 50 years since the Equal Pay Act was signed and yet we're still not where we need to be as a country or a company."

GoDaddy's findings from its own [internal salary audit last fall revealed](#) that, on average, for every dollar a man makes at GoDaddy, a woman is paid roughly one cent more. Women specifically in technical roles at GoDaddy, though, make approximately 99 cents on the dollar. In the management ranks, women are paid an estimated 96 cents on the dollar.

In addition to networking with one another about individual learnings, participants commit to conduct an internal review of their company pay structure, review hiring and promotions to remove any obstacles for women, and include pay equity into their diversity and inclusion strategies.

To learn more, join the pledge, or to see the companies already involved, please visit: [EmployersForPayEquity.com](#).

To read more about why GoDaddy is an employer for pay equity, [please check this out](#).

Read more about the gender wage gap in an updated report released by the White House Council of Economic Advisors, [available here](#).

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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 14 million

customers worldwide and more than 63 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 <http://www.godaddy.com/>.

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