

Keegan-Michael Key and Jordan Peele to Star in Squarespace Super Bowl 50 Ad

For more information: www.squarespace.com

NEW YORK, NY – February 3, 2016 – Squarespace, the leading all-in-one website publishing platform with more than one million paid subscribers, today released a new Super Bowl 50 spot starring comic superstars Keegan-Michael Key and Jordan Peele as Lee and Morris, two aspiring sportscasters who have sacrificed everything for the chance to air a live commentary during the big game.

There's one big catch — Lee and Morris realize at the last minute that they're legally blocked from saying player names or any specific terms related to the game. But with the help of Squarespace, they pursue their passion anyway.

“For us, the Super Bowl is a time to get more creative with our advertising while still staying true to our company values,” said Squarespace Founder & CEO Anthony Casalena. “This year, Squarespace will help two original characters from Key and Peele follow their dreams and bring their ideas to life in a truly memorable way.”

Squarespace will debut its third-ever Super Bowl ad during the first half of CBS's broadcast on Sunday, February 7, 2016. The 30-second spot was directed by Jonathan Krisel, who has also written and directed for *Portlandia*, *Kroll Show*, and *Saturday Night Live*.

In addition to the 30-second spot, Key and Peele will be airing live commentary during the big game, which can be followed on www.squarespace.com/realtalk. Other elements of the campaign include two 30-second teaser videos to run during the pregame and brand spots to run post game.

“We're thrilled to work with Squarespace on our first-ever Super Bowl spot. It was important for us to partner with a company that shares our values and allows us to take creative risks,” said Jordan Peele. “Squarespace is the perfect platform for people to express their creativity,” added Keegan-Michael Key. “Now that we've sold out, we're just glad we did it with a brand like Squarespace.”

The campaign was created and produced by global advertising agency Anomaly.

The commercial and live commentary will be available on www.squarespace.com/realtalk. Follow the hashtag #realtalk to learn more about the Squarespace’s collaboration with Key and Peele.

ABOUT SQUARESPACE

Squarespace provides creative tools and services to help anyone build and manage their brand online. For more than a decade, we’ve empowered millions of people — from individuals and local artists to entrepreneurs building the world’s most iconic businesses — to take control of their online presence like never before. By blending elegant design and sophisticated engineering, Squarespace sets the new standard for modern publishing.

Squarespace’s team of more than 500 is headquartered in downtown New York City, with offices in Dublin and Portland. For more information, visit www.squarespace.com/about.

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