

Personnel announcement

## **New Director of Business Development at Key-Systems**

**Press Release**

**January 18, 2010**

**Sales expert Jochen Kieler strengthens the team of the internationally operating domain registrar Key-Systems GmbH, starting today. With the experience and expertise of more than ten years in the domain and internet business Kieler will further push the international growth of Key-Systems.**

Zweibrücken, 10-01-18. Kieler, who was born in Mexico and grew up there speaking both German and Spanish, has been working as sales manager for top registrars in the past. Most recently, he was “Sales & Business Development Manager International” with InternetX. His activity in the Internet business already led him to Mexico, the USA and Denmark. Kieler is fluent in German, English, Spanish and Italian. “With his language skills, his international expertise and his technical competence, Kieler will push our existing business areas and establish new business connections”, describes Key-Systems COO Thorsten Smeets the role of the new staff member. “We are glad to welcome such an experienced team member who is well known in the domain business”, says Smeets.

Kieler himself is also looking forward to new perspectives: “Very interesting, new possibilities emerge for me with the product variety and international presence of Key-Systems on different markets”, describes 31-year old Kieler the reasons for his changeover to the German domain expert. Besides the head office in Zweibrücken (Germany),





Key-Systems has two international locations in the USA and in Mexico. "Thanks to its longtime experience Key-Systems is optimally established in the domain business. I'm very glad to contribute to the expansion of the company in the future", says Kieler.

With an accumulated, percentage growth in sales of about 446 percent in the last five years (2004-2009) Key-Systems is one of the fastest growing IT companies in Germany according to the consulting firm Deloitte. In the past year, the domain registrar engaged 19 new members of staff for the fields marketing, sales, support as well as software and web development. In summer Key-Systems will relocate its headquarters to a new building in St. Ingbert (Germany) to accomplish enough room for further growth of the team.

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#### About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and web hosting completed the success story. Today with more than 2.5 million domains under its management, the company has reached a leading market position, selling domain names, web hosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to domain administration including services to get their own top-level domain (TLD) as this opportunity unfolds in the near future. As of May 2009, Key-Systems also has a US branch: Key-Systems USA, Inc. is located in Leesburg, Virginia.