

Exposition

## **Key-Systems presents current projects and products at CeBIT 2010**

**Press Release**

**February 24, 2010**

**For the first time Key-Systems, one of the largest European domain registrars, presents its product offering around the registration and management of internet addresses at the CeBIT exhibition in Hanover, Germany (March 2 – March 6). The centerpiece of the presentation is the company portal BrandShelter.com as well as the planned, new top-level domains (TLDs) .SAARLAND and .Madrid. In June, Key-Systems GmbH will relocate its seat to St. Ingbert in the federal state Saarland, Germany. Thus, the registrar presents itself on the shared booth of the federal state Saarland, hall 5, stand F04.**

Zweibrücken, 10-02-24. As a member of the non-profit association “dotSaarland e.V.“, Key-Systems introduces the project for the domain ending .SAARLAND ([www.dotsaarland.de](http://www.dotsaarland.de)). The top-level domain .SAARLAND shall make the Internet even more attractive for the inhabitants of the federal state Saarland (called Saarländer): “In Saarland there are currently only half the amount of domains per capita registered compared to the average for Germany. For this reason, there exists a great potential for the regionally oriented ending .SAARLAND”, says Key-Systems' COO Thorsten Smeets. According to him the project .SAARLAND aims at enhancing the public spirit and the cooperation of different societal groups in Saarland. “The TLD

.SAARLAND has the capability to further develop the federal state as an area with IT focus and an economy based on innovation”, adds Smeets.

### **New TLDs .SAARLAND and .Madrid**

Besides .SAARLAND, Key-Systems also is involved with the introduction of the TLD .Madrid for the Spanish capital as a part of the organization “punto Madrid“ ([www.puntomadrid.org](http://www.puntomadrid.org)). Thus the registrar takes on a prominent position at the CeBIT 2010 – Spain is the official partner country of the exhibition. High-ranking politicians of both states are expected to attend the German-Spanish IT meeting (Deutsch-Spanischer ITK-Gipfel) on the opening day of the CeBIT. ”The engagement for the two new TLDs .SAARLAND and .Madrid shows that we seize new opportunities of the domain industry as they emerge“, describes Key-Systems' CEO Alexander Siffrin. In the event both new TLDs (.SAARLAND and .Madrid) applications are successful at ICANN (Internet Corporation for Assigned Names and Numbers), Key-Systems will be the technical operator for the registry. A registry is the company which maintains the database of domains and offers these to end customers and/or resellers.

Through its service BrandShelter, Key-Systems also supports companies and organizations / institutions in applying at ICANN for their own top-level domain like .BRAND or .COMPANY and therefore offers the technical operation. BrandShelter provides services around the protection and the management of domains. Via the online portal [BrandShelter.com](http://BrandShelter.com) customers can administer their international domains and control the use of their name and their trademarks on the internet namespace. Business tasks like domain renewal,

the registration of new, adequate domain names, the support in reclaiming registered trademark domains or the prevention against phishing attacks are centrally resolved and managed with Brand-Shelter.

Key-Systems currently manages more than 2.6 million internet addresses for its clients through the three portals BrandShelter.com, RRPproxy.net and domaindiscount24.com and is one of the 15 largest ICANN registrars worldwide according to domain info portals like Registrarstats.com. The company with 45 employees has direct access to the registries of more than 200 country-code domain extensions like .DE (Germany) and generic endings like .COM. The registrar extends this portfolio of domain endings continuously: in 2010 ten new second-level and top-level domains were added up to now, among them .CO.IL and .ORG.IL (Israel), .MG (Madagascar) and .UZ (Uzbekistan).

Domaindiscount24.com is Key-Systems' fully automated domain portal for end customers available in five languages. Besides the domain search and registration it offers extensive extra services like web and mail space, vServers and SSL certificates. The reseller portal RRPproxy.net allows business clients the fully automated registration of their customers' domains via several APIs (Application Programming Interfaces). Furthermore, the system includes offerings like a subreseller system, a SMS gateway, vServers, SSL certificates and web space.

### **Further growth in St. Ingbert**

With a cumulative growth in sales of about 446 percent over the last five years (2004-2009), Key-Systems belongs to the fastest growing IT companies

in Germany according to the consulting company Deloitte. In the past year, the domain registrar appointed 19 new employees in the fields of marketing, sales, support as well as software and web development. Key-Systems plans to further grow at the new location in St. Ingbert. The future company seat will offer enough room for 60 to 80 employees of Key-Systems and its partners. As first partner the software development company Avarteq also moves into the new building.

If you would like to meet with the Key-systems Team at CeBIT, or if you have any other CeBIT related questions for Key-systems, you are able to contact them at [cebit@key-systems.net](mailto:cebit@key-systems.net).

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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 2.6 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.