



.CO for Colombia

.CO Launch: Key-Systems is technical partner of accredited registrar Mi.Com.Co

Press Release

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The international domain registrar Key-Systems and Mi.Com.Co, one of the ten accredited registrars for the Colombian top-level domain (TLD) .CO, have entered a strategic partnership for the registration of domains in the .CO name space. Key-Systems technically supports Mi.Com.Co in the launch of .CO domain names. Currently, trademark owners worldwide can register their brands as domain names under .CO in the so-called "Sunrise B" period. .CO domains will become available to anyone with the start of general availability (GA) on July 20. Pre-registrations for all .CO launch phases are already possible.

Zweibrücken, 10-05-12. Having reviewed the opportunities to participate in the .CO launch, Key-Systems started early to look for a local partner to offer its customers again its launch expertise. Out of the nine officially .CO accredited registrars, meanwhile extended to ten, Key-Systems choose to work with the local company Mi.Com.Co. While the Colombian registrar brings direct registry access to the partnership, Key-Systems will take care of all technical aspects of the cooperation.

"With Mi.Com.Co we won a partner characterized by a longtime leadership in the Colombian Internet community, says Alexander Siffrin, CEO of Key-Systems. "We are proud to provide Mi.Com.Co with our reliable and high-grade technology for the



launch of the Colombian country-code extension .CO.“ In the past, Key-Systems has been successful in numerous new TLD launches.

In 2008, the success rate of pre-registrations for Key-Systems' customers within the “Landrush” phase of the .ME introduction was 93 percent. During the “Sunrise” of .TEL, also executed in 2008, the domain registrar achieved an allocation rate of 98 percent of the pre-registrations for its clients. “We are very excited about this partnership with Key-Systems”, says Luis Pombo, Manager for International Relations of Mi.Com.Co. “It is a perfect fit for our objective of establishing a strong regional reseller network.”

.CO is the new domain extension that offers people and companies more choice in branding their online presence with a global, recognizable, and credible domain name. A .CO domain is easy to recognize, simple to remember and flexible to use: The TLD can represent expressions like “Company”, “Corporation” and “Commerce”. Furthermore, the domain extension is associated with “Social Networking” buzzwords like “Communities“, “Content“, “Connect“, “Communicate“ or “Collaborate“.

.CO enjoys liberal registration policies: anyone in the world can register and transfer .CO domains without domicile or documentation requirements. However, as usual the .CO launch is divided into different access periods: In the current “Sunrise B“, owners of trademarks worldwide are permitted to apply for the corresponding .CO domain name (April 26 - June 10). After a “Landrush” period (June 21 - July 13), .CO domain names will be available for all interested parties at a “first-come, first-served” basis from July 20 on.



Key-Systems offers reservations for the current “Sunrise B” and also already pre-registrations for the following “Landrush” and “General Availability” phases of the .CO launch. The domain registrar currently manages more than 2.6 million internet addresses for more than 70,000 end customers and 1,700 resellers worldwide. The domain information portal Registrarstats.com names Key-Systems as the second largest ICANN registrar in Europe and one of the 15 largest worldwide.

The company is headquartered in Zweibrücken, Germany and has subsidiaries in the US and Mexico as well as a majority interest in the Polish registrar Az.pl. Key-Systems is continuously expanding its domain offerings. Clients can currently register domains, choosing from more than 200 top-level and second-level domain extensions through Key-Systems end customer portal, domaindiscount24.com and the reseller portal RRPproxy.net. The corporate domain portal BrandShelter.com offers worldwide domain registration including all available domain extensions.

Mi.Com.Co, located in Bogota, Colombia is one of the leading Colombian domain providers for the .CO top-level domain. The company is committed to further develop the domain name industry and Internet related businesses in Latin America.

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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. Key-Systems is operating subsidiaries in the USA and Mexico.