



Relaunch of web appearance

Key-Systems with new web site

Press Release

May 25, 2010

The web site of the international domain registrar Key-Systems now has a completely new appearance. The comprehensive relaunch includes functional improvements as well as a renewal of the web design. In addition to general information about the company and its products, key-systems.net integrates various current news. Web site visitors can access information material about the registrar as well as news of the domain business by clicking the links under the new tabs “News” and “Press”. The new, modern design of the web site accentuates the well known Key-Systems colors blue and green.

Zweibrücken, 10-05-25. “With our new company web site we would like to address experts as well as people who are unfamiliar with the domain industry“, explains Key-Systems' CEO Alexander Siffrin. The web appearance therefore offers specific information such as the news feed of the end customer portal domaindiscount24 (dd24) or an overview of important business events on the one hand. On the other hand, offerings such as the newly added “Glossary” shall explain the most important terms of the world of domains. The intention behind the new section “Information Material” is to offer an introduction into the complex system of domain registration, including extensive download material.

Key-Systems continuously modernized its web appearances in the last months. In March the



company renewed the web site of its domain portal for resellers, RRPproxy.net. Shortly before, the web interface for RRPproxy customers had been modernized. The Key-Systems team also revised the shopping-cart system of the domain portal for end customers, domaindiscount24.com.

Welcome page offers overview & current news

Visual focus of the new key-systems.net welcome page is an animated picture gallery under the blue header. The pictures entitled with keywords link to a current text about Key-Systems. Static text blocks under the picture gallery inform about the four tabs of the task menu named "Company", "Products", "News" and "Press" and thus offer an overview of the web site content.

In the column located right from the text blocks, web site visitors find a forecast on Key-Systems' next business meeting and the Twitter feed of the company (account: Key_Systems). Links to subordinated pages of the web site complete the offering on the welcome page. "Whether being an insider or a new customer – every internet user wants to find his way on a web site intuitively", says Key-Systems' COO Thorsten Smeets. "For this reason, all content on key-systems.net is clearly arranged and easy to understand."

Revised structure arranges new content

The menu in the blue web site header consists of five horizontally arranged tabs ("Company", "Products", "News", "Press", "Contact"), which open when touched with the cursor. On the right visitors can find the language selection. The web site can be accessed in German, English and Spanish. The

blue footer builds up a visual frame of the web site; the background of the field for texts and pictures between header and footer is white.

The pages of the menu points (tabs) "Company", "Products", "News" and "Press" offer an overview of the content one can find on the subordinated pages to facilitate the visitors' orientation. Under the newly added tab "News", visitors can find the dd24 news feed, Key-Systems' Twitter and Facebook feeds as well as a page presenting all upcoming Key-Systems' events and central business events.

The new "Press" section includes information to view or download, such as brochures, Key-Systems' press kit as well as media articles about the company. Furthermore, the web site offers access to all press releases published since 2008 and the glossary of abbreviations and terms of the domain industry. The German head office of Key-Systems and the two international subsidiaries in the USA and Mexico are presented on the page "Company".

Registrar for international customers

Key-Systems currently administers more than 2,6 million internet addresses for more than 70,000 end customers and 1,700 resellers via its three domain portals RRPproxy.net, BrandShelter.com and domaindiscount24.com. According to domain information portals such as registrarstats.com it is one of the 15 largest ICANN registrars worldwide and number two in Europe. The company with 49 employees has direct access to the registries of more than 200 country-code domain extensions such as the German .DE and generic extensions such as .COM.



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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.