

.CO Launch

.CO domain names now generally available

Press Release

July 15, 2010

Everyone who acts fast and uses a reliable registrar, is best prepared to save his desired .CO (Colombia) domain, starting July 20. During the so called “General Availability” (GA), .CO domain names are allocated following the “first come, first served” principle. Thus, the application to arrive first at the registry will be successful. As fifth phase, the GA finalizes the launch of .CO second-level domains, which started in March. Everyone can take part in the GA, there are no restrictions concerning the applicants.

St. Ingbert, 10-07-15. Those who reserved their desired .CO domains on time at a registrar, now have the best chance for a successful delegation on July 20. The “first come, first served” principle applies to the pre-registration at a registrar same as to the registry’s domain name delegation. However, even shortly before the start of GA, one still has the chance to gain the desired domain name through a pre-application. Regardless of the time of pre-registration the effective capability of the registrar and its direct access to the registry are the important preconditions for a high strike rate during the last delegation phase for .CO second-level domains.

„In numerous launches of new TLDs Key-Systems has been successful with its internally programmed registration procedures“, describes Key-Systems’ CEO Alexander Siffrin the expertise of his team. In



2008, the success rate of pre-registrations for Key-Systems' customers within the Landrush of .ME was 93 percent. During the Sunrise of .TEL, also executed in 2008, Key-Systems achieved an allocation rate of 98 percent of the pre-registrations for its clients. "We are best prepared to perform also the last phase of the .CO launch successfully for our customers", says Siffrin. During the preceding four launch phases for .CO, Key-Systems has already registered domain names for its clients.

".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", says Key-Systems' COO Thorsten Smeets. "A .CO domain is easy to recognize, simple to remember and flexible to use", he adds. 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".

The registration period for .CO domains is one year up to five years. A .CO domain name may consist of minimum three up to maximum 63 characters (without the top-level-domain .CO). Furthermore, it can include the Spanish special characters á, é, í, ó, ú, ñ, ü and the hyphen (-) can be used. After the GA start, domain names can be registered at any time without pre-ordering

Key-Systems offers the registration of domains through three domain portals: the end customer portal domaindiscount24.com, the reseller portal RRPproxy.net and the corporate domain portal



BrandShelter.com. The company with 52 employees currently administers more than 2.7 million domains for its customers and is one of the 15 largest ICANN registrars worldwide according to domain information portals such as registrarstats.com. The registrar has direct access to the registries of more than 200 country-code and generic domain extensions such as .DE and .COM.

This press release is free for editorial use.
– We would appreciate a voucher copy. –

Further Information:

Key-Systems GmbH

Dorothea Marx
Public Relations
Im Oberen Werk 1
66386 St. Ingbert
Germany
Phone: +49 6894 93 96 902
Fax: +49 6894 93 96 851
Email: dmarx@key-systems.net
Web: <http://www.key-systems.net>
http://twitter.com/Key_Systems
<http://www.key-systems.net/facebook>

Key-Systems USA

Bonnie Wittenburg
Executive Vice President, US
604 S. King Street
Leesburg, Virginia 20175
USA
Phone: +1 703 574 3831
Fax: +1 201 596 1433
Email: bwittenburg@key-systems.net
Web: <http://www.key-systems.net>

About Key-Systems

Key-Systems GmbH located in St. Ingbert, 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 2.7 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.