



.CO second-level domains

## **Key-Systems successfully completes .CO launch**

**Press Release**

**July 22, 2010**

**During the final stage of the .CO launch yesterday, the domain registrar Key-Systems could secure about two thirds of the pre-ordered domain names for its customers. From now on, anyone can register his desired .CO domains following the “first come, first served” principle. Key-Systems offers the registration of domains with the extensions .CO, .COM.CO, .NET.CO and .NOM.CO via the end customer portal [domaindiscount24.com](http://domaindiscount24.com), the reseller portal [RRPproxy.net](http://RRPproxy.net), and the corporate domain portal [BrandShelter.com](http://BrandShelter.com). The interest in the newly available domain ending .CO is immense – currently there are already more than 216,000 .CO addresses registered.**

St. Ingbert, 10-07-22. Key-Systems was well prepared for the start of the General Availability (GA) of .CO yesterday, and had direct access to the registry .CO Internet via various channels. “Compared to the large demand for the new .CO domain names, the success rate of 64 percent within the pre-registrations for our customers is a good result”, describes Key-Systems’ CEO Alexander Siffrin the .CO launch final.

Even after the begin of the GA, the domain ending .CO offers the registrants many options: “There are still many memorable .CO domain names available, which are registered with popular endings such as .COM for a long time”, explains Alexander Siffrin. “The current status of more than 216,000



registrations shows, that .CO is on its way to become a popular domain extension“, Ricardo Ipiña adds. Ipiña is the Managing Director of KS Internet Solutions, Key-Systems’ subsidiary in Mexico.

The top-level domain .CO 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 domains can be registered for a period of one year up to five years. The domain extension enjoys liberal registration policies: anyone in the world can register and transfer .CO domains without domicile or documentation requirements. 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 Spanish special characters as well as a hyphen (-).

Key-Systems currently administers more than 2,7 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 52 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 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.