

# Easyspace Enables Customers to Register Descriptive Web Addresses

Submitted by: Resource Communications

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Easyspace Ltd, the UK's largest domain name registrar and a leading provider of webhosting, ecommerce and keywords, today announced a partnership with New.net, a domain name registry created to meet the market demand for Web addresses with logical, easy-to-remember extensions. The partnership will open up new registration choices for Easyspace's rapidly growing customer base, who can now register domain names under a range of highly descriptive extensions, such as .shop, .agent, and .ltd . In addition, descriptive names in French, German, Italian and Spanish will also be available across Europe.

To register a domain name with one of the new extensions, users should visit the Easyspace website at [www.easyspace.com](http://www.easyspace.com), where they can quickly look-up and register their chosen Web moniker. A direct connection to the Easyspace shop allows customers to then choose from a large selection of complementary domain name products and services.

"Our partnership with New.net is evidence of Easyspace's continuous commitment to offer our customers the largest possible choice of domain names," said Erik Young, CEO of Easyspace Ltd. "Now the Easyspace community is just one click away from registering more descriptive domain names, and in our customers' native languages."

"The decision by Easyspace to be the first registrar partner worldwide to sell New.net domain names is representative of an entrepreneurial spirit that the company has always embraced," said David Hernand, CEO of New.net. "The partnership between New.net and Easyspace demonstrates our combined vision for an Internet landscape that offers greater choices to businesses and consumers as Easyspace's customer base now has the ability to register entire Web addresses in their native languages."

## About Easyspace

Easyspace ([www.easyspace.com](http://www.easyspace.com)) is a privately owned debt-free Internet registrar and Internet services company which was established in 1997 by Erik Young and Sam Evans – both of whom remain actively involved in the company's activities. Founded on a belief of making Internet web space available to customers at competitive rates, and backed by reliable and robust technology, Easyspace has now become the UK's largest domain name registrar and is among the largest in the world. Today, 70% of the company's new business comes through customer recommendations and referrals.

Easyspace provides a wide range of Internet services, including webhosting packages, domain name registrations and keywords, all available directly to end-user customers ranging from large companies to private individuals. In addition, the company also offers a special wholesale service for computer and Internet resellers called Easynic ([www.easynic.com](http://www.easynic.com)). The Internet services sector is a competitive business and Easyspace has maintained a strong value for money proposition for its customers, offering its services at a price saving of up to 40% of the industry average.

## About New.net

New.net ([www.new.net](http://www.new.net)) is the leading innovator in Internet addressing, and is best known for its efforts to build the Internet's leading market-driven domain name registry business by selling domain names with logical, easy-to-remember domain name extensions that make the Internet easier to navigate. Headquartered in Sherman Oaks, California, the company was started in May 2000 by idealab!, a leading Internet incubator. ISPs around the world now provide access to New.net domain names through a simple network upgrade. New.net also distributes a small software application that provides access for those Internet users whose ISPs have not yet upgraded their networks. Both methods work within the existing Internet infrastructure and currently enable over 100 million Internet users worldwide to view the new domain names.

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