

# Non-adult industry businesses rush to protect in .XXX domain says UK web hosting company Easyspace

Submitted by: Iomart Group Plc

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News Release

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Easyspace, one of the UK's largest web hosting companies, has revealed that 8 out of 10 businesses pre-registering their interest in the new .XXX domain name extension are not part of the adult industry.

Out of the hundreds of businesses that have rushed to pre-register with Easyspace ahead of the opening of the Sunrise phase for .XXX domains on 7 September 2011, only 20% of them are from the adult industry.

Sarah Haran, managing director of Easyspace, said: "As we expected, the early indications are that non-adult industry businesses have realised the need to protect trademarks and brands in dot XXX. As an officially accredited registrar of the new domain we are encouraging businesses to pre-register with us so we can submit their claims to ICM Registry quickly and efficiently."

Registration of the new .XXX domain will take place in a series of controlled phases.

- Sunrise AT and Sunrise AD (7 Sept – 28 Oct, 2011): This phase is for dedicated members of the adult industry with verifiable trademarks or owners of exact matching domains in other IANA TLDs.
- Sunrise B (7 Sept - 28 Oct, 2011): This period is specifically for non-adult industry trademark and other IP holders who don't want to register the domain but would like to block in .XXX.
- Landrush (8 Nov – 25 Nov 2011): Landrush is for members of the adult Sponsored Community but NOT on a first come, first served basis. There are no qualification requirements for this phase. Applications for competing names will go to auction.
- General Availability (from 6 Dec, 2011): This Go live phase is specifically designated for members of the adult Sponsored Community to get regular, resolving names on a first come, first served basis. Non-members can also get 'non-resolving' names.

Sarah Haran added: "To increase your chance of securing .XXX it's important to pre-order your preferred domain before General Availability begins."

For detailed information on the .xxx pre-order process and pricing, visit Easyspace's .xxx domain name pages[[http://www.easyspace.com/domain\\_names/xxx-prereg](http://www.easyspace.com/domain_names/xxx-prereg)]

Easyspace is part of Iomart Group plc which has just been named as a finalist in the UK's National Business Awards and is Scottish Digital IT Company of the Year.

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News release issued on behalf of Easyspace by Jane Robertson, Head of PR for Iomart Group plc. For more information please email [jane.robertson@iomart.com](mailto:jane.robertson@iomart.com) or call 0141 931 6474 (dir), 0141 931 6400 or

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Notes for editors:

#### About Easyspace

Founded in 1997, Easyspace has gained a reputation for offering high quality and innovative products backed by excellent customer service. Easyspace has grown to become the UK's largest ICANN accredited domain name registrar and one of the largest web hosting companies in the country. The company now serves over 350,000 consumer and SOHO customers with an extensive portfolio of hosting and ecommerce solutions, ranging from dedicated servers through to professional web design. Easyspace is a subsidiary of AIM Listed iomart Group plc.

For more information about Easyspace visit [www.easyspace.com](http://www.easyspace.com)

#### About iomart Group plc:

iomart Group plc (AIM:IOM) is one of the UK's leading providers of managed hosting and cloud computing services. From a single server through to private cloud networks, iomart specialises in the delivery and management of mission-critical hosting services, enabling customers to reduce the costs, complexity and risks associated with maintaining their own web and online applications.

iomart Group operates in its chosen markets through a number of subsidiaries: iomart Hosting, RapidSwitch, Titan Internet, Easyspace and Westcoastcloud. The group has been listed on the London Stock Exchange's Alternative Investment Market (AIM) since April 2000.

For more information about iomart Group plc visit [www.iomart.com](http://www.iomart.com)