

1&1 Offers Binding Orders for Pre-Registered new gTLDs including .BIKE and .SINGLES

Submitted by: 1&1 Internet Limited

Wednesday, 13 November 2013

- 1&1 Internet leads Europe in offering firm gTLD orders
- Businesses advised to make firm pre-registrations to avoid disappointment

13 November 2013, London: 1&1 Internet, Ltd., www.1and1.co.uk, a global leader among Web hosting providers, today confirmed a number of new domain name options now available for firm order, in readiness for their official registry launch in January 2014. By making a binding pre-registration order with 1&1, businesses will be well positioned to secure their domains as soon as they hit the open market. New gTLDs offer exciting new branding and targeting opportunities to businesses on the Web.

1&1 Internet has continued its progress in bringing the most desirable new gTLDs to the UK market as soon as is technically possible. The following new gTLDs are now available for binding pre-registration with 1&1 on a first-come, first-served basis:

.BIKE
.SINGLES
.HOLDINGS
.CLOTHING

Pre-registrations with 1&1 are exclusive, meaning no other 1&1 customer can pre-register a selected domain option. The allocation of pre-registered domains is carried out by the domain registry on its specific launch date.

“1&1 continues to be at the forefront of this emerging domains market,” said Robert Hoffmann, CEO Hosting, 1&1 Internet Ltd. “By having key Registry-Registrar agreements in place and fully supporting our customers through the process of selection and reservation, we have a key role to play in the creation of millions of web addresses worldwide. 1&1’s new gTLD customers are already benefiting from our global reach, decades of experience with domain launches, and our commitment to providing quality advice, and domain options at the best prices”.

These latest domains available for pre-registration are good examples of how European businesses can expand their domain portfolio in order to better identify themselves online, and build upon and protect their digital branding. By choosing to pre-register with 1&1, users can trust in a partner with the timeliness, scale and expertise to deliver the widest possible selection of domains and unbeatable support, even for users of other hosting platforms. Furthermore, 1&1 domain customers benefit from the new 1&1 Domain Centre interface, offering convenient, mobile and customisable administration and monitoring for their 1&1 domains and domain orders.

As many new gTLDs will be released for pre-registration in the coming weeks, 1&1 provides free advice to potential registrants. The 1&1 domain portal, <http://www.1and1.co.uk/new-top-level-domains>, provides

news and information about new gTLDs and suggests which Internet addresses could be relevant based on a particular business area or an individual field of interest. Once a domain is ordered, 1&1 informs users automatically as soon as their desired domain name becomes available.

As a one-stop-shop for eBusiness, 1&1 offers a well-rounded suite of solutions for businesses and professionals seeking an attractive and hard working web presence. More details at www.1and1.co.uk

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About 1&1 Internet Ltd

1&1 Internet Ltd based in Slough, west of London, is Europe's No.1 web hosting and domain name registration company. 1&1 Internet Ltd is the UK arm of 1&1 Internet AG based in Germany (a subsidiary of United Internet Group, a public company with a market cap of more than 4.5 Billion GBP). 1&1 was established in 1988 and holds more than 12.5 million British, German, US, French, Spanish, Austrian, Polish, Italian and Mexican customer contracts. 1&1 Group manages more than 19 million domain names worldwide. More than 70,000 servers run in 1&1's five state-of-the-art, green data centers. 1&1 prides itself on being the one-stop-shop for web solutions.

1&1 Internet Ltd entered the UK domain registration and web hosting market in June 2000. As a well funded profitable company, it is in a strong position to deliver a high quality service at low cost. 1&1 is an ICANN accredited registrar with VeriSign (.com/,net), Nominet (.co.uk), Afilias (.info), NeuLevel (.biz) and PIR (.org).

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