

Domain.Com Launches Latest New Domain Extensions

VANCOUVER, Wash., Aug. 5, 2015 /PRNewswire/ -- [Domain.com](#), part of [Endurance International Group](#) (NASDAQ: EIGI), today launched the new domain extensions .TECH and .ONLINE, continuing the expansion of the Internet's domain name system and joining over 300 new domain extensions launched by Domain.com in the last two years.

.TECH is the latest vertically focused domain extension, targeting tech startups and software developers. .ONLINE is now available for pre-registration and carries international meaning and cachet for a global audience. The market demand for these new domain extensions is strong. In just over a year, the .CLUB suffix has already sold over 275,000 new domains.

"Creative domain extensions give startups and small businesses better, shorter options for naming their brands," said [JASON MINER, DOMAIN.COM GENERAL MANAGER AND BRAND CEO](#). "In the future, these new extensions will be ubiquitous."

According to ICANN, the Internet's governing body for [domain names](#), there are over 700 generic top level domains (gTLDs) already introduced to the Internet. As businesses register these new domains and brand themselves in unique ways, the Web's landscape will continue to change and expand.

When the new gTLD program launched, over 600 applications were submitted for brand specific web address suffixes, and some of them included well known brands such as .NIKE, .BBC, and .BARCLAYS.

"As big brands adopt their own names and vertically oriented suffixes become pervasive, typing in these extensions will become second nature for consumers," added Miner.

Over the last year, some extensions have outperformed expectations. With over 75,000 registrations, the geographic city extension .NYC, the official domain name of New York City, is already approaching the top ten of bestselling new gTLDs.

To learn more about new domain extensions and the recently launched .TECH and .ONLINE, visit <http://www.domain.com>.

ABOUT DOMAIN.COM

Helping individuals and businesses become successful online since 2000, Domain.com delivers high quality, reliable domain name registration and web hosting services at affordable prices. Domain.com, an ICANN-accredited registrar, offers a full range of solutions to create and market websites including web hosting, VPS hosting, email, SSL certificates, website design, and email marketing. For more information visit: www.domain.com.

ABOUT ENDURANCE INTERNATIONAL GROUP

[Endurance International Group](#) is a publicly traded (NASDAQ: [EIGI](#)) technology company that helps power small

and medium-sized businesses online. Through its proprietary cloud platform, Endurance provides web presence solutions including web hosting, eCommerce, eMarketing and mobile business tools to approximately 4.4 million subscribers around the globe. The company's world-class family of brands includes Bluehost, HostGator, iPage, Domain.com, A Small Orange, MOJO Marketplace, BigRock and ResellerClub, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 2,700 people across the United States in Utah, Texas, Washington and Arizona and in the United Kingdom, India, Israel and Brazil. For more information on how Endurance can help grow your business, visit endurance.com, follow us on Twitter [@EnduranceIntl](https://twitter.com/EnduranceIntl) and like us on Facebook at www.facebook.com/EnduranceInternational.

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PRESS CONTACT:

Dani LaSalvia
Endurance International Group
(781) 852-3212
press@endurance.com

Logo - <http://photos.prnewswire.com/prnh/20141027/154599LOGO>

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