



PRESS RELEASE
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INTERNET DOMAIN NAMES MAY BE AS UBIQUITOUS AS SOCIAL SECURITY NUMBERS ONE DAY SAYS DOTSTER

Vancouver, WA – Jim Croce’s famous song “I got A Name” may one day need to be changed to “I got A Domain” if current Internet growth rates remain the same. Today there over 70 million registered Internet domain names across the globe, according to Dotster, Inc., a leading provider of Internet domain name and hosting services.

“While more and more businesses are taking advantage of the innovation and power offered by the Internet by registering domains, an equal number of individual users are registering for domain names as well. In fact, with the Internet becoming such a ubiquitous part of everyday life and commerce, one can imagine a day when every individual and every corporation will have a domain name just as they do a social security number or corporate tax ID,” says Kevin Kilroy, Chairman, Dotster, Inc.

Domain name registry is on the rise as a result of the growing online community and more comprehensive domain name registry and online services marketed and offered by companies such as Dotster.com. According to the most recent Verisign reports, 8.5 million new domains registered were registered in the 3rd quarter of 2005, a 33% increase from 3rd quarter 2004 and a 94% increase from 3rd quarter 2003. Internet use worldwide reached the landmark number of 1 billion users in the 3rd quarter of 2005.

“While some may have the perception that all the good domain names are gone, the reality is that what we are seeing today is only the frost on the tip of the iceberg,” says Kilroy. “It’s still very much a buyer’s market as far as online real estate goes. Years from now, those who have purchased and registered domain names today – whether for business or personal use -- will look back at this time period as a golden opportunity to acquire the domain name of their choice and put their e-stake in the ground.”

Kilroy notes that “Part of the growth in domain names is being fueled by small businesses such as an independent local grocer or dry cleaner that, by effectively establishing a presence on the Internet today, are building a foundation for their future while expanding their business reach and competing as never before. Companies like Dotster, who provide the full spectrum of domain name and web hosting services, enable small businesses to establish a powerful site quickly and more affordably than ever.”

About Dotster, Inc.

With nearly three million Internet domains, Dotster, Inc. is one of the largest Internet Corporations for Assigned Names and Numbers (ICANN) accredited domain name registrars in the world. ICANN, now performing the functions of previously U.S. government contracted entities, is responsible for Internet Protocol (IP) address space allocation, protocol identifier assignment, generic (gTLD) and country code (ccTLD) Top-Level Domain name system management, and root server system management functions.

Launched in 2000, Dotster was among the first to offer long-term registrations and discounted pricing. Dotster offers superior online account management tools and dedicated support from its customer care team. The company's services include web hosting, DNS management, website development and marketing services, and partner programs.