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DOMAIN REGISTRAR EXPERIENCES HUGE TRAFFIC DURING FIRST “HAPPY HOUR”

Dotster’s “Happy Hour” Discovered by Industry Bloggers Before Launch

VANCOUVER, Wash. – (February 14, 2006) – Dotster, Inc., one of the world’s largest ICANN-accredited domain registration and web hosting companies, confirmed this evening that it had a large increase in traffic during its first Happy Hour.

Beginning at 4:00 PM Eastern, visitors to **www.dotster.com** could purchase any new .COM, .NET, or .ORG domain for one dollar. They continued to offer domain registrations for \$5.99 after 5pm for those who missed the one dollar sale.

Company officials attribute the extra demand to bloggers who leaked the sale details a day before the virtual event launched. Marci Hansen, Dotster’s Director of Marketing, said, “We wanted our first Happy Hour to be just a small test to make sure the idea would resonate with people. We told a few friends and family, and the word spread like wildfire! The viral force of the Internet proved itself once again.”

Several dozen blogs and news outlets posted the sale event details, beginning with searchenginejournal.com. Other blogs that posted the information include slickdeals.net and namepros.com.

The company plans to have another Happy Hour soon. “It also brought in a ton of attention to our new hosting product specially designed for people with multiple domains,” said Hansen, “it’s a win-win promotion.”

ABOUT DOTSTER

With nearly three million Internet domains, Dotster is one of the largest ICANN-accredited domain name registration and hosting companies in the world. Launched in 2000, Dotster was among the first to offer long-term domain registrations and discounted pricing. Customers now turn to Dotster for its ability to deliver marketable domain names, premium managed services, and reliable web hosting.