



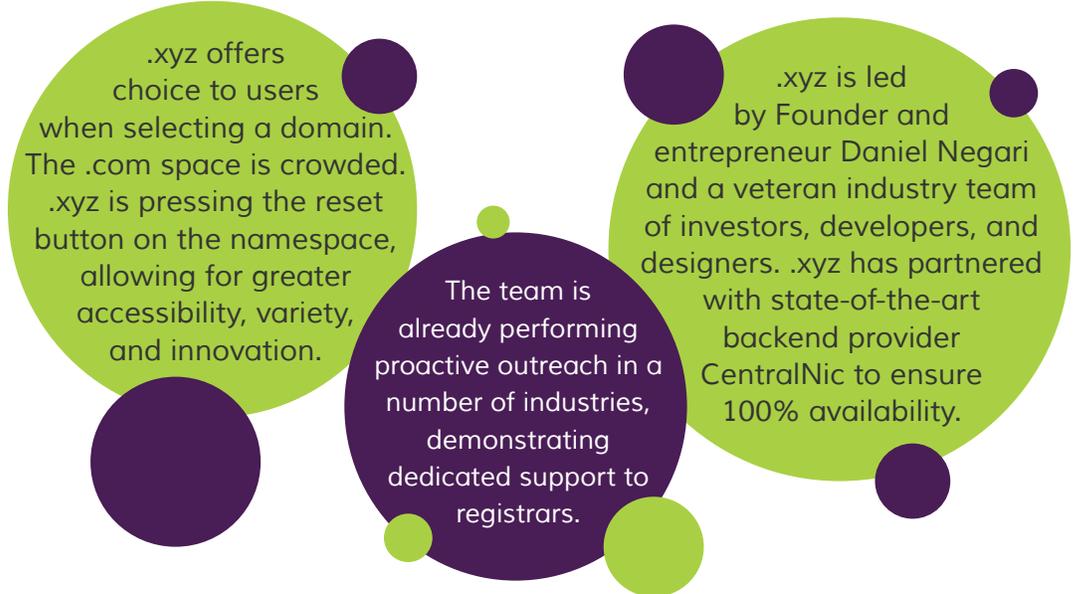
For every website, everywhere

.xyz is a low-cost, high-volume domain extension that brings choice, accessibility, and innovation to the internet. As an unrestricted alternative to other seemingly generic extensions, .xyz can be used by anyone.

It's instinctive. It's natural. It makes sense.

XYZ is used daily, worldwide, as a short, easy to remember phrase. XYZ is also composed of three letters, just like other popular extensions, such as .com, .net, and .org, which brings a familiar quality to an innovative new extension.

We end the alphabet with XYZ - we end a domain name the same way.



.xyz is for everyone

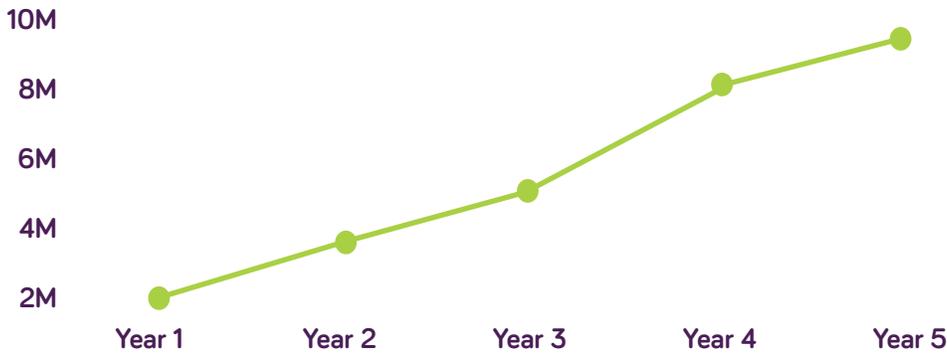
.xyz is for users who put affordability and recognition first, without sacrificing flexibility. It is intended for a multitude of demographics, including (but not limited to):



.xyz has prepared for high-volume distribution of its domain names by taking a proactive marketing approach:

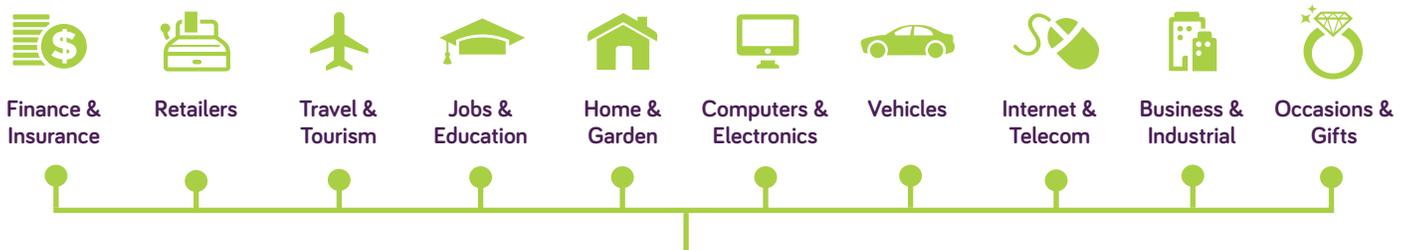
- Prelaunch, launch, and 5 year timelines in place
- Multi-million dollar marketing campaigns prior to launch and during each phase of distribution
- In-depth financial analysis to ensure competitive pricing and mass-market availability
- Specific marketing strategies for top 10 industries are outlined and available to registrars
- Proactive partnership outreach in both technology and non-technology industries
- Standard EPP integration and Whols Privacy permission

A multi-million dollar market



With 2.4 billion people using the internet and 250 million domains currently registered worldwide, each of these users are a candidate to register a .xyz domain name. 1 million .xyz domains are expected to be registered in the first year, with growth to 10 million registrants in five years.

As a bold and expressive new domain extension, .xyz is expected to see the most growth in the below markets. For statistics and marketing strategies, please contact hello@xyz.com.



This wide audience makes up the universal collective we like to call Generation XYZ.

Generation XYZ is everyone

Generation XYZ combines Generations X, Y, and Z to create a whole new generation inspired by the internet and its limitless potential. .xyz is one of the first unrestricted platforms for people all over the world to share their passions, cultivate knowledge, and express themselves.

.xyz is available now

.xyz will be released in three stages, beginning with an extended Sunrise Period. This will coincide with specific .xyz marketing campaigns for each industry to ensure trademark holder protection. .xyz is a low-cost, high-volume domain extension, and will be priced competitively in order to reflect its mission of increasing accessibility and affordability.

The next generation is here

.xyz will work within the media that work best with Generation XYZ. We will create viral and guerilla marketing campaigns online and offline to increase awareness, and market to technology blogs and other influential sources, in addition to the top ten markets outlined above. We will develop strategic partnerships with web hosting and business service companies to promote both .xyz and the registrars carrying it. Registrar partners will have the opportunity to register and build out their websites prior to the Sunrise Period in order to manage new registrations while also promoting their brand and .xyz.

.xyz will offer an Early Access Program for select businesses prior to the General Availability phase. Benefits include highlighting these websites on www.nic.xyz and generating exposure through our PR team. Several sites for high-profile users are currently being discussed.

2014 Launch Dates: Sunrise: March 20 Landrush: May 20 General Availability: June 2



Where can I learn more about .xyz?

Learn more about .xyz and our other domain extensions at www.nic.xyz
Have a question? Ask us anything at hello@xyz.com