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## Now Live: Trade Ethereum With .XYZ

.XYZ domains now officially pairable with Ethereum wallets

Los Angeles, CA (September 5th, 2018) - Starting today, [.xyz](#) domain owners can pair their [Ethereum](#) wallets with their [.xyz](#) domain to trade and manage cryptocurrency securely through the internet's DNS backbone.

This offering simplifies Ethereum trading for millions of individuals around the world - as [.xyz](#) domains are available to register through a global network of over 200 [registrars](#) - and allows for safety measures like locking mechanisms and optional WHOIS privacy to show or hide ownership.

In addition, these wallets have unprecedented affordability when domains are registered through XYZ's [1.111B@ Class](#), which includes all 6-digit, 7-digit, 8-digit, and 9-digit numeric [.xyz](#) domains that can be owned for just 99¢ per year, every year.

Setting up a [.xyz](#) domain for use as a custom Ethereum wallet identifier is made hassle-free thanks to [EasyDNS](#), a managed DNS provider and ICANN accredited registrar, where customers can secure their domain and pair it to their Ethereum wallets quickly and easily.

"Domain names were virtually invented to be a human friendly Internet Protocol (IP) address. Our partnership with Ethereum will help users transact with an easy to remember [.xyz](#) domain vs. a cryptographic hash that could easily lead to a mistype. It is still early days, and the process will get easier with time, we're just excited to be the first to pioneer this solution in a way that works," said XYZ CEO [Daniel Negari](#).

The partnership between Ethereum and [XYZ](#) was first [announced](#) in November 2017, and outlined the companies' shared plan of developing technology that would allow [.xyz](#) users to pair their Ethereum wallets to their [.xyz](#) domains.

To learn more about pairing Ethereum wallets with [.xyz](#) domains, see Ethereum's official announcement [here](#).

### About XYZ

[XYZ](#) is unlocking new real estate on the web for the next generation of internet users with new global domain extensions, including the most popular new domain in the world, [.xyz](#). The registry also operates [.College](#), [.Rent](#), [.Security](#), [.Protection](#), [.Theatre](#), and [.Storage](#), as well as [.Cars](#), [.Car](#), and [.Auto](#) through a joint venture. Learn more about XYZ on [Fox Business News with Maria Bartiromo](#) and [Wired](#), or at [www.gen.xyz](http://www.gen.xyz).

### About Ethereum

Ethereum is a decentralized platform that runs applications free of downtime, censorship, fraud or third-party interference through a custom built blockchain. The blockchain's shared global

infrastructure can move value around and represent the ownership of property, enabling developers to create markets, store registries of debts or promises, move funds, and many other things that have not been invented yet.

### **About EasyDNS**

Founded in Toronto, Canada in 1998. EasyDNS was one of the first “pure-play” DNS hosting companies in existence. In addition to providing DNS and web hosting services, EasyDNS is an ICANN accredited registrar and CIRA certified registrar, and currently the only ICANN registrar that accepts Ethereum as a payment method.