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## 8 XYZ Domain Extensions Join Exclusive List of TLDs Approved for Use in China

Domain registry's expansion efforts in China earn MIIT's official approval

Beijing, China (March 5th, 2020) - Today the [XYZ Registry](#) and [Beijing XYZ Technology Co. LTD](#), the Chinese registry operator of the [.xyz](#) domain extension, announced that XYZ has received accreditation from the [Ministry of Industry and Information Technology \(MIIT\)](#) for eight more of its domain extensions. The accreditation recognizes the XYZ Registry's steadfast efforts to achieve the necessary criteria, clearing domain extensions [.Rent](#), [.College](#), [.Monster](#), [.Baby](#), [.Security](#), [.Protection](#), [.Storage](#), and [.Theatre](#) for use in China.

Pursuing accreditation has been a priority for XYZ, as the registry's TLD offerings have been met with great enthusiasm from customers in the Chinese market. The accreditation process is designed to ensure companies prove their commitment to Chinese consumers by establishing a business presence in China, among other testing requirements. Thanks to the XYZ Registry's unwavering commitment to meeting these criteria, the accreditation gives XYZ's Chinese customers the power to publish live websites on any of the registry's nine MIIT accredited domain extensions. This list also includes XYZ's flagship extension, [.xyz](#), which was one of the first new domain extensions to receive MIIT accreditation.

XYZ has prioritized customers in the Chinese market since the registry launched in 2014. That commitment has now rewarded customers, registrars, and businesses in China who placed their faith in the registry's ability to achieve accreditation. Chinese domain owners have fostered a close relationship with the registry, thanks to XYZ's frequent involvement in the domain community. In fact, XYZ's CEO, Daniel Negari, has made personal trips to China to provide updates on the progress of the accreditations. Through these visits and the activities of the Beijing XYZ office, XYZ continues to fulfill the promises it's made to Chinese customers. As the registry continues to expand its domain portfolio, customers can trust that XYZ will pursue MIIT accreditation for future domain extensions.

"From the time we launched [.xyz](#) six years ago, we've had strong support from Chinese customers looking to bring their ideas and businesses online in a new, more innovative way. Our unrestricted domains are truly global, and we put that global thinking first when pursuing MIIT accreditation for all of our TLDs. Our partners in China have been key to our success, and we're happy to be providing them and their customers with the opportunity to launch their websites using our domains," Negari said.

Since launching in June 2014, the [.xyz](#) extension has seen millions of registrations in over 230 countries and territories.<sup>1</sup> The XYZ Registry is a leading combatant of abuse in the domain industry, and with one of the highest registration and usage rates of any new TLD, the [.xyz](#) namespace is also often rated safer than legacy TLDs.<sup>2</sup>

The registry looks forward to continuing to achieve MIIT accreditation for its growing stable of TLDs. XYZ welcomed the addition of 10 new extensions to its portfolio of domain offerings in 2020: [.Beauty](#), [.Hair](#), [.Skin](#), [.Makeup](#), [.Quest](#), [.Homes](#), [.Motorcycles](#), [.Yachts](#), [.Boats](#), and [.Autos](#). To remain updated on future

activities from the [XYZ Registry](#) and [Beijing XYZ](#), including TLD acquisitions, launches, and future MIIT accreditations, subscribe to the [XYZ Newsletter](#).

<sup>1</sup>Source: [Namestat.org](#)

<sup>2</sup>Source: [Spamhaus.org](#)

#### **About XYZ**

[XYZ](#) is a next generation technology company giving all people fresh domain name options, including the most popular new domain in the world, [.xyz](#). The registry also operates [.Cars](#), [.Car](#), [and .Auto](#), [.College](#), [.Rent](#), [.Security](#), [.Protection](#), [.Theatre](#), [.Storage](#), [.Baby](#), [.Monster](#), [.Quest](#), [.Beauty](#), [.Hair](#), [.Skin](#), [.Makeup](#), [.Homes](#), [.Autos](#), [.Motorcycles](#), [.Boats](#), and [.Yachts](#). Learn more about XYZ on [Fox Business News with Maria Bartiromo](#) and [Wired](#), or at [www.gen.xyz](#).