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NameJet and Afternic Partner to Offer Comprehensive Solution for New TLD Launches

KIRKLAND, Wash., Oct. 10, 2012 (GLOBE NEWSWIRE) -- NameJet, the leading domain name auction [platform](#), is partnering with Afternic, the world's largest domain [marketplace](#), to offer the only all-inclusive solution for top level internet domain (TLD) registries. Through this powerful combination of resources, NameJet and Afternic will provide a single resource for all the technical and marketing services needed to fully manage a registry's TLD launch including sunrise and landrush auctions, premium domain valuation and distribution, and registry reserved auctions.

"With so many new top level domains expected to be approved by ICANN (Internet Corporation for Assigned Names and Numbers), registries will need a comprehensive solution for the many facets of a TLD launch," said Matt Overman, general manager of NameJet. "The NameJet/Afternic partnership brings together an unparalleled group of resources, creating the one-stop Registry solution for maximizing revenue and customer satisfaction."

The key services that will be offered through this partnership include:

- Sunrise and Landrush Auctions
- Premium Domain Valuation
- Premium Domain Marketing and Distribution
- Registry Reserved Auctions

"We are thrilled to add the resources of our global premium domain marketplace to NameJet's premier auction offering," said Jason Miner, Chief Operating Officer of Afternic.com. "Together we can provide new TLD registries with the critical beginning to end services that they need to make their TLD investments a success."

As a result of the cooperative agreement between NameJet and Afternic, registries can access a full suite of services that span the registry lifecycle and can be easily integrated into their systems. Benefits include being able to co-brand a registry's offering with NameJet and Afternic, access to thousands of monthly auctions, 24x7 customer service, a reliable platform with safe and secure transactions and transfers, and preferred registrar distribution on Afternic, the world's largest premium domain reseller network.

For more information about the Registry Services, please visit the NameJet website: www.namejet.com/newtlds

About NameJet

NameJet is a joint venture between Web.com Group, Inc. (Nasdaq:WWW) and Demand Media, Inc. (NYSE:DMD), who together own three leading ICANN-accredited registrars (eNom, Network Solutions and Register.com). Launched in 2007 with core auction software and technical infrastructure operating since 2004, NameJet serves domain investors, Fortune 500 companies and their representatives, small- and medium-sized businesses, as well as a diverse and global mix of individual investors. It has processed over 200,000 domain auctions, establishing itself as a trustworthy and transparent auction platform that is customer-focused and user-friendly. For more information, go to www.namejet.com.

About Afternic

[Afternic](#) is the world's largest domain marketplace, offering millions of currently registered domains for sale through leading registrars worldwide that deliver millions of queries into the Afternic marketplace. Afternic is part of [NameMedia](#), a leader in the acquisition, development and trading of digital real estate through a network of highly targeted websites and a marketplace for premium [domain names](#). The company's website development focuses on creating compelling online communities in niche categories. The company's marketplace allows owners of premium domain names to [sell domains](#), and for domain buyers to review the largest available inventory. Through its ownership of one of the largest domain portfolios in the world, its innovative website development platform, and its broad distribution, NameMedia now serves more than 50 million visitors to its network of websites and sells domains to customers in more than 100 countries. Headquartered outside Boston in Waltham, Massachusetts, more information is available at www.namemedia.com.

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