



Three NY Area Businesses Will Win Free Website Redesigns to Increase the Impact of Their Online Presence

NEW YORK, NY, October 29, 2007 - Register.com, a leading provider of web services and domain registration for small business throughout North America, is reaching out to the local New York area Small Business community, offering the opportunity for a complete website makeover through its "Business Website Makeover - New York" contest. Register.com is seeking some of the least effective small business websites in the New York area. Three sites will receive a complimentary Register.com custom web design makeover to enhance their sites' impact. Applications are now being accepted at www.register.com/makeover.

Sites submitted for the contest will be evaluated by a group of Register.com web experts, who will select nine finalists. Public voting (beginning December 6, 2007 and running through December 12, 2007) will determine the three winning sites.

This contest highlights Register.com's new web design services which are specifically focused on helping small businesses make an impact online. Register.com will utilize its "Build My Website - Custom" web design service to create a powerful online presence for three New York area businesses. Since the launch of this product in January, 2007 - Register.com has built over 700 websites. Approximately 10% of these sites were built for small businesses in the NY area.

"Our small business customers have told us time and again that they need help in creating sites that make their businesses stand out, and that drive online revenue," said Larry Kutscher, chief executive officer, Register.com. "Our 'Build My Website - Custom' service provides a cost effective way for small businesses to get a professional, customized website. The Business Website Makeover contest will showcase the power and affordability of turning an ineffective presence into a great business website."

Interested applicants will find all contest details and rules at www.register.com/makeover.

"Before and After" results of this contest will be posted on Register.com's website in February, 2008.

About Register.com

Register.com provides all the essential tools a business needs to build and manage their online presence. Leveraging ten years of experience in the domain business with over two and a half million domain names under management, Register.com has built a reputation as a leading provider of global domain name registration, web design and management services. Through an expanding, broad selection of website design and management solutions, Register.com enables small businesses and organizations to create a dynamic web presence without the need for extensive technical knowledge or resources. Register.com offers customers quick and user-friendly registration and a wide array of web site design services from do-it-yourself tools to fully customized offerings; all backed by expert 24 x 7 online and toll-free phone customer support.