

AusRegistry International partners with Japanese corporate Registrar, Brights Consulting

Melbourne Australia- 28 April 2010: In a major coup for Domain Name Registry Services operator AusRegistry International, it was today announced that they have been selected by leading Japanese corporate Domain Name and trademark organisation Brights Consulting, to provide backend Domain Name Registry Services for corporate clients seeking to obtain their own .brand TLD in ICANN's upcoming release of new Top Level Domains (TLD).

AusRegistry International's CEO Adrian Kinderis said "We are very excited to have been selected as the Domain Name Registry Services provider for Brights Consulting as they are undoubtedly the leader in Corporate Domain Name services in Japan.

We believe that our experience of running one of the world's most respected TLDs over the last 8 years with over 1.6 million names currently under management places us as the ideal partner to make sure that Brights Consulting clients, which are some of the biggest brands in the world, receive the technology and associated services required to make their TLD a success.

It is certainly an honour as well as a validation of our hard work throughout the years in building and refining the Domain Name Registry Systems we offer to our clients and new TLD applicants today."

This program is likely to see many corporations obtain their own .brand TLD to complement their existing portfolio of Domain Names and will create a revolution in online branding and marketing possibilities with new URLs likely to look like [www.itunes.apple](#), [www.notebooks.ibm](#) or [www.enjoy.cocacola](#).

Global awareness of ICANN's new program continues to increase on the back of some positive announcements from the ICANN Board after the Nairobi meeting last month, confirming that the program was nearing completion with applications likely to be required late 2010 / early 2011.

Ryuji Kozu, CEO of Brights Consulting said yesterday "We take our role in representing the online needs of our high profile customers in Japan very seriously and have a strong reputation for superior service within the market. As such, it very important for us to only ever provide our clients with the best solutions and products available in the world."

Kozu continued "Our evaluation procedures for selecting a backend Registry Services partner have been extensive over the last two years and have spanned the globe. There is no question that AusRegistry International's technology, professionalism and record of 100% uptime make them the best people in the world to help us meet the needs of our clients. We look forward to working with AusRegistry International as we assist our clients forging their new identity on the internet."

ICANN's new gTLD program presents a unique and unprecedented opportunity for organisations around the world to own their brand name as a TLD forever. A .brand TLD is thus an invaluable asset

for corporations seeking to differentiate themselves online and increase the efficiency of their marketing messages and customer retention.

As part of the new program expected to start later this year, ICANN are expecting approximately 400 new gTLDs to join the 21 currently in operation and a large part of these are expected to be representing global brands.

About AusRegistry International

AusRegistry International have over 8 years experience in providing Domain Name Registry Services across the globe and through parent company, AusRegistry, are the current Domain Name Registry Services provider for Australia's .au ccTLD. Additionally, international operations have seen the organisation provide turnkey technical and operational services for the United Arab Emirates ccTLD .ae and Qatar's ccTLD .qa, including Internationalised Domain Name (IDN) services about to be released shortly through the ICANN ccTLD IDN Fast Track program.

AusRegistry International are heavily involved in the Domain Name Industry in a consultative, advisory and technical capacity and are focused on providing superior Domain Name Registry Services for new gTLD applicants and ccTLD Registry Operators.

For more information on the new gTLD program visit www.ausregistry.com

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