



Celebrity marketing guru Jeffrey Hayzlett to promote new Top-Level Domains for AusRegistry International

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AusRegistry International has scored a major coup with the announcement that it has engaged the services of 'celebrity CMO' (Chief Marketing Officer) Jeffrey Hayzlett to raise awareness of new Top-Level Domains as ICANN prepares to launch the program at its Singapore meeting on 20 June.

Mr Hayzlett will be tasked with generating greater awareness of the new Top-Level Domain (TLD) program within the most elite circles of the world's leading corporations, while also providing AusRegistry International's clients with strategic marketing services to complement its industry leading new TLD technology and consulting offering.

The appointment of Mr Hayzlett will strengthen AusRegistry International's position as a market leader and fuel further growth in its client list.

"New Top-Level Domains will be a game-changer. I believe they are a compelling opportunity for innovation on the Internet and should form an integral part of an organization's digital marketing strategy in the future," Mr Hayzlett said.

"This is an exciting time for AusRegistry International," Adrian Kinderis, CEO of AusRegistry International said. "Jeffrey is arguably the world's leading marketing authority and his knowledge, experience and business acumen will be pivotal in helping us achieve our objectives for the program. Once new TLDs go live, applicants will face fierce competition with the marketplace for Top-Level Domains set to increase dramatically. Given this, marketing will be a critical element of any new TLDs success.

"The involvement of Jeffrey Hayzlett in our campaign will significantly benefit the applicants we work with and bolster our quest to be the world's leading provider of domain name registry services," Mr Kinderis said.

"The world is on the precipice of something incredibly huge here. I'm excited to join the talented people at AusRegistry International in working on this unique project and look forward to educating business leaders across the globe on how they can maximise this revolutionary opportunity," said Mr Hayzlett.

"At a time when the industry is focused on the approval of the program, we are looking to the future. Jeffrey will play a vital role in ensuring that our clients are able to create brands that are relevant, insightful and successful," Mr Kinderis said.

Mr Hayzlett is a best-selling author, business change agent and marketing expert. He led the turnaround of one of the most iconic brands in the world as the Chief Marketing Officer of Kodak.



He's been called the 'Celebrity CMO' by Forbes magazine and is widely known as the 'Chuck Norris of marketing'. Mr Hayzlett is cited as a leading marketing expert in numerous books, magazines and newspapers worldwide, and is a frequent television guest and commentator, having appeared on major television shows and networks including CNBC, MSNBC, Fox Business News, and NBC's Celebrity Apprentice with Donald Trump. He's also been recognized as one of the Top 10 C-Suite Twitters.

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Media Contact:

Michael Korjen
Public Relations Coordinator
AusRegistry International Pty Ltd
Ph: +61-3-9866-3710
Fax: +61-3-9866-1970
Email: michael.korjen@ausregistry.com
www.ausregistry.com

About AusRegistry International

AusRegistry International is one of the top companies globally with the domain name registry technology and expertise to activate, implement and manage new Top-Level Domains. Leveraging ten years of experience as a domain name registry operator, AusRegistry International will provide new Top-Level Domain applicants with the same software and consulting services that currently drive the .au (Australian), the .ae (United Arab Emirates), the .qa (Qatar) and .om (Oman) country codes. Additionally, AusRegistry International is the first domain name registry to operate non-Latin, country code Top-Level Domains and a global leader in the continued innovation and expansion of the Domain Name System. Visit www.ausregistry.com or find out more about the new Top-Level Domain program here: www.beyonddotcom.info