



## **Ken Hansen to lead co.com Registry**

*"Get the .com Domain You've Always Wanted"*

**Buenos Aires, Argentina, November, 15 2013** - Three well known domain industry leaders have teamed up to launch the **co.com** registry that will allow users to register the .com domain names they've always wanted! Ken Hansen,(formerly Neustar) will lead the new venture as CEO, joining Paul Goldstone (President), and Gregg McNair (Chairman).

"When Paul asked me to work with him to build a 'dream team' for **co.com**, I immediately thought of Ken Hansen as our leader. Today our CEO is among the most respected and savvy operators in the registry space. Ken's appointment along with his knowledge and understanding of the **co.com** opportunity is turning heads in a sea of confusion. To him the **co.com** solution was so simple and obvious" McNair said.

Sixty-one countries currently offer domain names ending in "co.countrycode" such as co.uk and co.jp, with registrations for those extensions totaling over 11 million. Additionally, each year over ten million new .com domains are registered. **co.com** Registry intends to capitalize on this strong demand, and the current lack of available domains, by opening up a new tract of land in .com.

"The demand for .com names is not going away", says Hansen. "We intend to meet that demand by offering short memorable domain names ending in .com".

The **co.com** registry will have an open registration policy, meaning that any company, organization or individual will be eligible to register domain names like companyname.co.com, organization.co.com, or anything.co.com. "I couldn't be more excited with the team and the future of **co.com** domains, where users will be able to pick the perfect .com domain to fit their online and branding needs," said Goldstone.

**co.com** domain names are expected to become available in the first quarter of 2014. Plans call for a "Sunrise Period" for trademark holders, followed by a first-come-first-serve "Landrush Period". Premium domain names like travel.co.com, tickets.co.com, wine.co.com, insurance.co.com and spa.co.com, are also available.

Those who wish to receive launch updates and additional details, as they become available, can subscribe to the email list at [www.registry.co.com](http://www.registry.co.com). The **co.com** team is attending ICANN Buenos Aires and is also available to meet with registrars interested in becoming distributors of co.com domains.

**About co.com LLC** - The co.com domain registry offers businesses, organizations and individuals, short, memorable and recognizable .com domain names, through a worldwide distribution network of domain name registrars and resellers. co.com LLC is headquartered in Cincinnati, Ohio, USA.

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