



## *"It's 1985 Again"™*

**Cincinnati, Ohio; April 7, 2014** – The very first .com domain name registration (symbolics.com) took place in March of 1985. Back then, of course, every name was available.

Today, with over 113 million registered .com domain names, the very best .com domain names are long gone. Businesses who prefer the familiar .com extension find it difficult, or even impossible, to find short memorable names that are relevant to their business. They often settle for an ugly, long, hyphenated, multiple-word domain name.

Things are about to change. Beginning April 8th, co.com LLC, a recently launched domain name registry, will essentially open a new tract of land in .com. As was the case back in 1985, businesses, organizations and individuals will once again be able to register short memorable domain names ending in .com (e.g. Joes.co.com, plumber.co.com, travel.co.com, Homes.co.com, books.co.com, anyname.co.com).

Demand for domain names ending in .com remains very strong. Last year over 30 million .com domains were registered. "Most of those names were very long, hard to remember, and not ideal for marketing", says Ken Hansen, CEO, co.com LLC. "When given a choice, many users will opt for the shorter name with a **.co.com** extension", he continued.

Demand should be strong internationally, particularly in the 211 countries where "double dot names" (e.g. domain.co.uk or domain.com.au ) are commonplace.

The company has signed on over 200 domain name registrars to distribute **.co.com** domain names to the public. Learn more, and find a participating registrar, at: <http://registry.co.com>

**About co.com LLC** - The [co.com LLC](#) domain registry provides businesses, organizations and individuals with short, memorable and recognizable **.co.com** domain names through a worldwide distribution network of registrars and resellers. co.com LLC is headquartered in Cincinnati, Ohio, USA.

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