



ICANN Approves New Unrestricted Domain Extension .xyz

XYZ.COM LLC & Central Nic Prepare For Highly Anticipated 2014 Release

LOS ANGELES, CA (August 13, 2013) -- On Friday, August 9th, 2013, .xyz was approved by ICANN as one of the latest new top level domain extensions. This approval marks the next step for .xyz, which will be available for registration and purchase in 2014. .xyz is the first truly unrestricted domain extension intended for use by anyone and everyone. As the latest of ICANN's approved extensions, .xyz will drastically change the domain namespace for the better.

.xyz was submitted for ICANN approval by leading internet entrepreneur and XYZ.COM LLC Founder Daniel Negari. The current domain namespace is overcrowded and expanding more every day. Negari saw ICANN's new domain extensions as a way to offer choice and creative expansion to internet users at a competitive price point. With 2.4 billion people using the internet and 250 million domains registered worldwide, there is a massive market for users looking for a new, unrestricted domain extension. This market makes up the universal collective .xyz refers to as Generation XYZ.

Generation XYZ is everyone. It is all-inclusive. It unifies Generations X, Y, and Z to create an entirely new generation inspired by the internet and its limitless potential. As a representative of Generation XYZ, .xyz is one of the first unrestricted platforms for people all over the world to share their passions, cultivate knowledge, and express themselves.

Now, with ICANN's approval, .xyz is primed for its highly anticipated 2014 release. The domain extension will be released in three stages, beginning with an extended Sunrise Period to encourage awareness campaigns for ICANN's new domain extensions. .xyz domains will be very competitively priced in order to reflect its mission of increasing accessibility and affordability.

Prepare for Generation XYZ's internet revolution in 2014: Read more about .xyz at XYZ.COM, and follow .xyz on Facebook and Twitter for updates.

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About XYZ.COM LLC

XYZ.COM LLC is led by Founder Daniel Negari, a visionary Internet entrepreneur with years of experience in the domain name space. Located in Carson City, NV and Beverly Hills, CA, XYZ.COM is a registry operator that is bringing new domain extensions, including .xyz, .College and .Now to the internet.

XYZ.COM is currently accepting preregistration requests for .xyz domain names at XYZ.COM. Under ICANN's application process, .xyz has been issued a prioritization of #1458 and will be available in 2014. Trademark holders will have the opportunity to register their .xyz domain names in the sunrise period, followed by advanced registration without trademark requirements. The final stage of registration will be treated on a first-come-first-served basis to the general public.

CentralNic, one of the world's pioneering domain registries with over 16 years of experience, will operate the registry back-end services for XYZ.COM. Registrars that have already signed up to work with .xyz include GoDaddy.com, Enom, and Network Solutions. Other registrars who are interested in carrying .xyz should visit XYZ.COM for more information.