

## Zen Internet Press Release

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### **.eu domains selling fast!**

*On the 7<sup>th</sup> December 2005, at 10 am (GMT), '.eu' was launched. By 10am the following day, there had been 110,000 applications.*

23 January 2006: Since the launch date there have been a further 50,000 applications. Given the fact that the first phase of the launch has the most stringent application guidelines, it is expected that there will many more thousands of applications when the next two phases begin.

The launch of '.eu' domains has been phased to allow businesses to protect the names that they have 'prior rights' to. In this first period trademark holders and public bodies were able to apply for their domain names. Come the 7<sup>th</sup> February 2006, when the second phase begins, holders of other prior rights are then able to apply for their domain names. The final phase, which is open to all, begins on the 7<sup>th</sup> April 2006. Pre-registration orders can be taken for the phases that have not yet begun.

If customers can prove that they have prior rights to a domain name, either via a trademark or using a signed affidavit, they can apply for thatname.eu. If they cannot, then their application cannot be submitted until the 7<sup>th</sup> April 2006. Customers can only apply for domain names that directly correspond to their prior rights. For example if they had a trademark for 'great business' they could apply for greatbusiness.eu or great-business.eu. They could not apply for great.eu or business.eu.

Rochdale-based, Internet Service Provider (ISP), Zen Internet is one of the few companies to have become an accredited registrar for the '.eu' domain, and has therefore been highly involved in pre-registrations. They have seen a good take up of the domains and customers have given various reasons for registering a '.eu' domain including brand protection, giving companies greater visibility within Europe, ensuring cover of the Euro market and capitalising on established business.

One of Zen's customers Malcolm Bell from Simon Carter commented, "We decided to register a '.eu' domain for a few reasons. We wanted to extend the company's online identity, bookmark a '.eu' specific domain in case of increased company activity in Europe and also to prevent anyone else from doing it. We chose Zen as our .eu registrar based on our previous experience of Zen Internet. I had no hesitation in choosing Zen. Their customer service is second to none and the reliability of broadband provision that they offer is exemplary. I am a very happy customer."

A '.eu' domain allows companies to benefit from its use and to protect their brand identity. One of the main reasons this new domain has been brought in is to encourage closer ties between businesses in the European Union, and to allow customers to have a truly European identity. If companies purchase a '.eu' domain they are identifying their organisation as one with a truly international scope.

On the most basic level, customers register a '.eu' domain to prevent other people from doing so. Should they choose not to register this domain, someone else can. Worst-case scenario – their direct competitor has their '.eu' domain name! The fees involved are minimal when compared to the price that it could cost to buy the domain from someone else - Business.com sold for \$7.5 million!

“We are delighted to be able to offer our customers the chance to reserve and register '.eu' domains. This is a fantastic opportunity for Zen to continue to add to its ever expanding product range and to help our customers to further adopt ecommerce in Europe and move towards a true pan-European identity,” said Iain Johnstone, Sales and Partner Programme Manager, Zen Internet.

He continues: “It is good to see that many businesses have taken the earliest possible opportunity to pre-register their domain names with Zen but there is still time. We are encouraging customers to get their registrations in as soon as possible in order to maximise the chances that the pre-registration will be successful”.

For further Information on registering a '.eu' domain please visit [www.zen-eu.com](http://www.zen-eu.com), e-mail [eufeedback@zen.co.uk](mailto:eufeedback@zen.co.uk) or call 0845 058 9000.

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**About Zen Internet:**

Established in 1995, and one of the first ISPs in the UK, Zen Internet provides a full range of high quality services to the home and business user, from the latest in high speed DSL Broadband Internet access and complete hosting packages to state of the art Web site design and e-commerce solutions. Zen Internet are recent winners of the ISPA Best Light Business Broadband award in 2005 and the PC Pro Best ISP Broadband awards in 2004 and 2005.

[www.zen.co.uk](http://www.zen.co.uk)