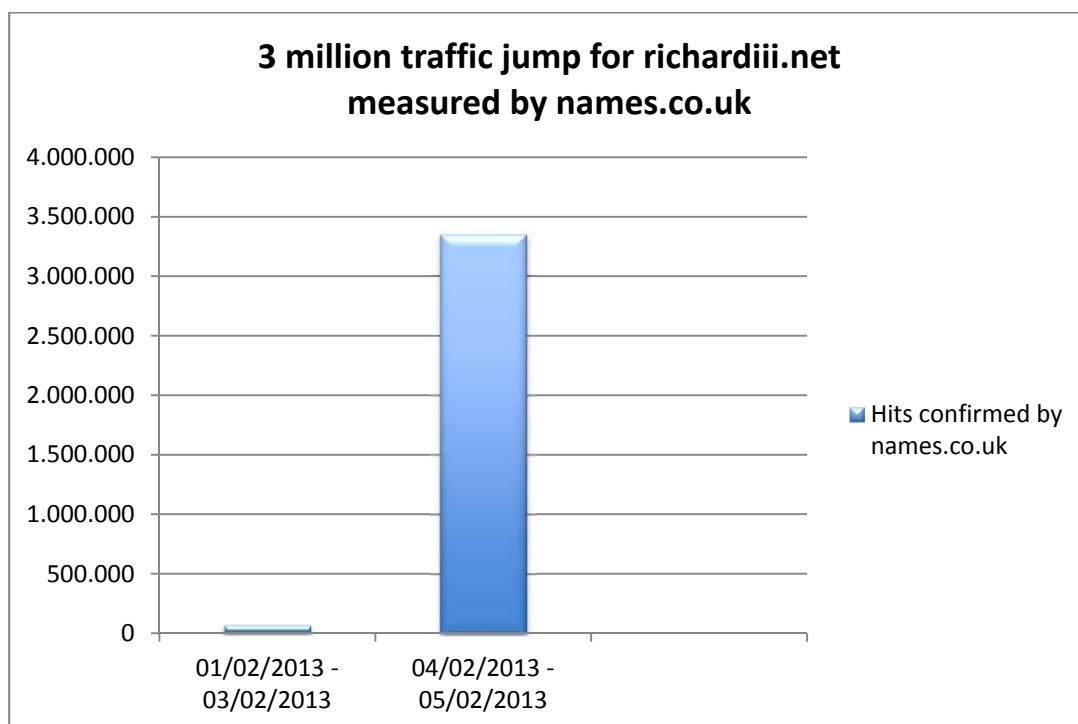


## The Richard III Society website receives over 3m hits in three days, confirms names.co.uk

*'Overwhelming public interest' triples the expected traffic to richardiii.net*

Worcester, UK, February 7, 2013 - The official website of the Richard III Society at [www.richardiii.net](http://www.richardiii.net) has received over three million hits in the past three days, according to the sites hosts [names.co.uk](http://names.co.uk). The site's servers have had to battle with what the Society describes as "overwhelming public interest" in the confirmation this week that remains found in Leicester in September were those of the last Plantagenet.



Wendy Moorhen, Deputy Chairman and Membership Officer for the society, explains: "We had an inkling that our website would be popular this week as we saw a jump in traffic when remains, then potentially those of Richard III, were found last summer. But nothing could have prepared us for the sheer public interest in the result of the scientific investigations revealed a few days ago."

The new website, [www.richardiii.net](http://www.richardiii.net), was launched on Monday 4<sup>th</sup> February to coincide with the University of Leicester's announcement. It was designed to achieve the Richard III Society's mission to "secure a more balanced assessment of the king and to support research into his life and times." Since launching, members of the committee has been inundated with hundreds of emails from well-wishers around the world as well as the members who initiated the 'Looking for Richard III' project and worked with archaeological team. Wendy is currently receiving 300

emails a day and numerous other email and postal enquiries from people who want to join as members themselves.

“We do need to stress that we’re not a fan club for Richard III. We are a serious academic organisation that is looking for a fair debate on his legacy. Our website is designed to further this debate, keep people up-to-date with the latest news and, in the coming months, will experience two more phases. Our new website was designed in just a month and was developed to further show our research that the real king was far removed from the Shakespearian villain he has been misrepresented as.”

Sally Tomkotowicz, Customer Acquisition Marketing Manager for [names.co.uk](http://names.co.uk) explains:

“The Richard III Society got in contact with us to make sure their servers would have enough bandwidth to cope with the DNA findings and revealing of Richard III’s facial reconstruction this week. We expected the site to match those of the discovery of the remains in September at 500,000 page views a day. In actual fact we had to provide a bigger pipe to cope with the enormous interest in him with the site receiving triple that number, nearly 1.5m visitors a day on Monday and Tuesday alone.”

[names.co.uk](http://names.co.uk) is part of the international DADA Group of companies. The brand re-launch has been timed to coincide with the launch of an innovative new website with improved navigation, new products for customers and a PR and marketing campaign focussing on the importance of names. The name change provides a base and focal point for a complete new brand style.

#### **About names.co.uk**

*[names.co.uk](http://names.co.uk) was founded in Worcester and provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Ecommerce solutions and Business Servers.*

*[names.co.uk](http://names.co.uk) has over 15 years’ experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.*

*[names.co.uk](http://names.co.uk) is part of the Dada Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.8million domains registered in over 250 extensions and over 510,000 clients using their products and services.*

*For more information please see [www.names.co.uk](http://www.names.co.uk)*

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