



New domains: Register.it launches the new free pre-registration service to easily obtain the desired new gTLDs

With the new and long awaited domain names soon becoming available for registration, thanks to Register.it companies and individuals will be able to pre-register their domains in strategic extensions for their business, obtaining a priority management of their requests

Florence, 21st of January 2014 - Register.it, the Italian brand of the DADA Group and a leader in the domain, hosting, e-commerce and advertising industry, is launching a new gTLD pre-registration service that will allow the applicants to have their request for registration submitted to the relevant Registry at the very start of the **General Availability** period, the phase during which registrations of the new gTLD will be open to anyone, thus having the best chances to register the best desired domain names for their businesses and gaining truly competitive advantages.

The General Availability phase will start at the end of next month for the following extensions:

5th February - .VENTURES, .CLOTHING, .SINGLES, .GURU, .HOLDINGS, .PLUMBING, .BIKE.
12th February - .LIGHTING, .EQUIPMENT, .PHOTOGRAPHY, .GRAPHICS, .ESTATE, .GALLERY, .CAMERA.

The new pre-registration service is free and easy to use and has already proven very successful for both existing and prospect customers. Users interested in monitoring the release phases of any new gTLD can first of all activate a 'Watchlist' of their favourite domain names to obtain real-time info on the desired extensions and to be ready to pre-register those they wish as soon as pre-registration of those names becomes available.

Pre-registering a domain name is extremely easy: registered customers can pre-register their names from their Control panel by simply **adding the preferred domain name** before the desired new gTLD extension; unregistered users can first of all register for free to the Register.it website and then follow the same pre-registration steps.

Pre-registration requests will be submitted according to a 'first come - first served' base. Unlike its competitors, Register.it is the only provider that **does not charge any extra fee** for the pre-registration service. Applicants will be charged the price of the standard domain* registration, in case of unsuccessful registration, they will be fully refunded.

"The imminent launch of the new generic, geographic and community gTLDs, some of them offering a truly strategic marketing value, represents a great opportunity and we are doing our best to help private users and companies get the domain names they wish. In the current digital scenario, pre-registering the upcoming domains represents an extremely valuable competitive advantage for our customers and an essential step



for trademark owners who wish to protect their brands. This is why we are making any effort to make our clients and audience aware of the great opportunities - as well as of the risks - represented by the liberalization of the new domain names, and the reason why we provide services - like pre-registration - that aim at giving our customers the best chances to register the desired domain names." says Claudio Corbetta, CEO of the DADA Group.

Over the next few weeks the new gTLDs will be at the centre of the **Online Business Training activities of Register.it**, free of charge learning sessions - webinars or other initiatives - for companies, professionals or individuals, that provide support and information about Internet marketing related topics.

On the Online Business Training **website** it is already possible to check a list of the new domain names whose launch phases have been officially communicated this far: <http://corsionline.register.it/nuovi-gtld>

The new pre-registration service will also be available on the other online stores of the DADA Group: on **Amen** in France, Portugal and Holland, on **Nominalia** in Spain and on **Namesco** in the UK.

Further information on the pre-registration service is available on: <http://www.register.it/domains/new-gtlds.html>.

*The domain name registration price ranges from 35 to 79 Euro according to three different pricelists.

For further information:

www.dada.eu

www.register.it

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

DADA Group

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.

Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

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