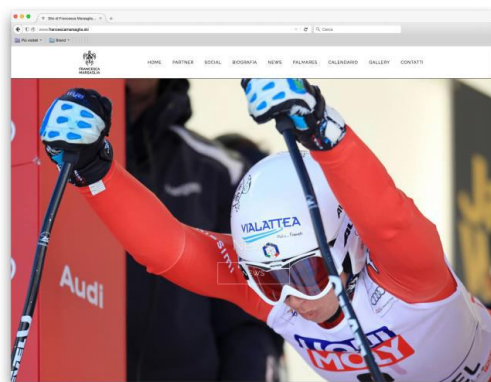


Register.it. joins the fray with Francesca Marsaglia to announce .ski domain

During 2015/2016 winter season, the athlete of Italian national ski team has been chosen as testimonial of the new domain extension

Florence, 18 December 2015 - On the occasion of new ski season, which is about to start and is always able to attract millions of fans and numerous ski areas, Register.it chooses to unveil the new .ski domain joining the fray alongside **Francesca Marsaglia**, athlete of Italian National Alpine Ski and also testimonial of the extension dedicated to the world of skiing and snow sports.

The opening of winter season is always a great event for everyone, both for lovers of one of the most followed winter sports in the world, and for facilities that host athletes and tourists by providing useful services in the proximity of ski areas. A real "slalom" between big business for tourism sector and an important opportunity to optimize online presence enhancing its own digital identity.



The first level .ski domain is a real opportunity for those who, for work or passion, devote their time to skiing and to economical effect that gravitated around: equipment, clothing, tourism, news. Indeed, the deep knowledge of traditions and territory, combined with the strong presence of the company on the Internet, allows you to share a passion and promote your business with an efficient web address thanks to .ski, optimizing traffic and position on search engines and providing a direct association with the skiing world.

Francesca Marsaglia, currently busy on FIS Alpine Ski World Cup began on 24 October in Sölden, found in new .ski domain the perfect tool to reach his fans and all those like her make of skiing and snow sports a passion, but also a profession.

"We are very proud to announce the new .ski domain, one of the domains dedicated to operators and fans of the world of winter sports," says Claudio Corbetta - Dada SpA CEO. "Our objective is to help individuals, businesses, tourist facilities etc. to understand the real benefits of new domains and support an efficient and competitive use of network through focused and at the forefront tools. The choice to have ski champion Francesca Marsaglia as testimonial and to create her own website, allows us to spread in a concrete and immediate way new possibilities offered by the Internet between all who love the world of skiing. "

"I'm very happy - declared Francesca - to announce not only the partnership with DADA Group but also the launch of 'my' web space, www.francescamarsaglia.ski. It is a personal area where I can deepen the knowledge of my fans, giving them the



opportunity to follow my sport and professional activity more closely. A life of sacrifice but also of emotions that I want to share with all of them, thanks to a nourished gallery and an easy access to my social channels. I wait for you!"

The new website, www.francesca.marsaglia.ski, just published online, has been realized by Register.it web agency.

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, servers, online brand protection). With over 530 thousand business clients and over 1.7 million domains under management, Dada is one of the leading names in the European **Domain & Hosting** sector and is a key player in its markets of operation: in Italy through its established brand Register.it, as well as in Spain, the UK, Ireland, France, Portugal and Holland under the Nominalia, Namesco, PoundHost, Register365 and Amen brands, respectively.*

Francesca Marsaglia

Francesca Marsaglia was born on 27 January 1990 in Rome. Reigning Italian Champion in Alpine Skiing Combined, already five times Vice Champion at Campionati Italiani Assoluti (2015, super-G, 2014, giant and combined; 2013 giant and downhill), Francesca has closed 2014/15 agonistic season in tenth position of specialty (super-G) on World Cup rank. Francesca has been protagonist at the World Cup in Beaver Creek with an eighth place in Alpine Skiing Combined, while the highest place ever reached arrived during the prestigious World Cup Finals in Meribel (2015): sixth in the super-G. Already protagonist at the Olympic Games in Sochi in 2014, with a sixteenth place in giant slalom, the Army Sports Centre standard bearers, for 4 times in the first 10 World Cup in two different disciplines (SuperG - Saint Moritz and Meribel; Alpina Skiing Combined - Vail and Bansko) has now gained the right to be part of the elite of White Circus.

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