

July 28, 2009

For Immediate Release

Company Name: GMO Internet Inc.  
(TSE First Section, Code: 9449)  
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## **Launch of Domain (new gTLD) Registry Business and Establishment of New Company**

GMO Internet, Inc. announces the establishment today of GMO Registry, Inc. and launch of a new domain (new gTLD\*1) application, management and marketing support business.

The launch marks the first new gTLD\*1 registry\*2 business in Japan.

\*Please refer to the Terminology section and Reference materials for definitions of terms marked with an asterisk.

### **1. New gTLD Application Process**

There are currently 21 gTLDs (.com, .net etc.) in existence. As the market expands, there have increasingly been calls for ICANN\*3 to introduce new gTLDs. In response, ICANN completed a new gTLD Program policy in June 2008, and has announced that it expects to launch in 2010.

The program will open up applications for corporate, regional, and general top-level domains. Internationally, there is already interest in introducing new city-based domains including .nyc (New York City), .paris (Paris) and .berlin (Berlin), as well as general industry or organization-based names such as .eco, .music, .sport, and .gay.


### **2. Establishment of GMO Registry**

Both technical and operational expertise are required in applying for new gTLDs and providing domain registry management services.

GMO Internet Group offers credibility as the first accredited ICANN registrar in the Asian region, along with a proven track record managing approximately one million active domains as one of the largest registrars in Japan. In light of the new gTLD Program, GMO Internet has established GMO Registry, Inc. to offer new gTLD application, management, and marketing support services to corporations and government bodies.

Leveraging GMO Internet Group strengths as a market leader and ICANN accredited registrar that has launched a Japanese language/currency domain name registration service with year-round 24-hour customer support,, GMO Registry will launch Japan's first new gTLD business.

### 3. Outline of New Company: GMO Registry, Inc.

New Subsidiary Name	GMO Registry, Inc.
Date of Establishment	July 28, 2009
Address	Cerulean Tower, 26-1 Sakuragaokacho, Shibuya-ku, Tokyo, JAPAN
Capital	50 million yen (100% GMO Internet investment)
Management	Masatoshi Kumagai, Representative Director Hiroyuki Nishiyama, Director Tadashi Ito, Director Hirokatsu Ohigashi, Director Masashi Yasuda, Auditor
Logo	

### 4. Future Plans

In addition to launching a new gTLD registry business, going forward we plan to offer ccTLD\*4 management and marketing support services. We are currently focused on the development of management systems.

(Supplementary Information)

#### i) Details of ICANN's New gTLD Application Process

- Applications for character strings that are considered geographical names must be accompanied by documentation of support or non-objection from the relevant governments or public authorities.
- In cases of string contention a comparative evaluation will be conducted. At the end of the process, any applications that remain in contention shall proceed to an auction.

The above outline is based on information currently available from ICANN. We will publish detailed Application Process information as soon as it is released.

#### ii) Developments in the Japanese Domestic Market

In Japan, a selection committee is being formed to select a registry operator for .nihon, the internationalized country code top level domain in Japanese in accordance with the Ministry of Internal Affairs and Communications guidelines.

### 5. Impact on Business Results

Impact on fiscal year December 2009 business results in the businesses concerned is immaterial and there is no revision to previously announced results forecasts.

## 6. Media Inquiries

GMO Internet

E-mail : [pr@gmo.jp](mailto:pr@gmo.jp)

### (Terminology)

- \*1 gTLD: generic Top Level Domain (.eg .com, .net, .org)
- \*2 Registry: An organization that maintains a central database of domain name data for a particular domain. (see reference materials)
- \*3 ICANN (The Internet Corporation for Assigned Names and Numbers) US based not for-profit organization responsible for the global management of Internet domain names and IP addresses.
- \*4 ccTLD (country code Top Level Domain): A top level domain generally used by a country. Japan's ccTLD is .jp, other ccTLDs include .us (United States) and .uk (United Kingdom).

# http://www.gmo-registry.com



ICANN (Internet Corporation for Assigned Names and Numbers) is a US based not for profit organization responsible for managing the assignment of domain names and IP addresses. ICANN also holds the authority to designate official domain registrar services.



A registry is an organization that maintains a central database of domain name data for a particular domain. For example VeriSign, Inc. is the registry for .com and .net, and Public Interest Registry manages the .org domain. Registries are required to maintain neutrality and guarantee equal access to the Shared Registry System (SRS) for all registrars.



ICANN approved registrars can directly register domain data into registry databases under contract with each registry. While there is only one registry for each top-level domain, multiple registrars exist to promote competitive pricing and service.



**Users**