

Internet Ideas

Relocate Your Business...In Minutes

(NAPSA)—Location...location ...location. The best location on the Internet has moved for those who weren't able to get a good part of .COM, the old Internet real estate. A new Web space called .INFO has opened and many are finding this is the best time to get a new address.

What is .INFO? “.INFO implies information—something everyone is looking for on the Internet,” said Roland LaPlante, chief marketing officer for Afilias, the company running the registry for .INFO names. “Information is globally recognized, which means having a .INFO address for your e-mail or Web site will truly bring the world to you.”

A new address usually proves important for those kicking off new campaigns or product promotions. According to Afilias' research, more than 54 percent of Internet users who know about the .INFO domain said they were likely to look for information there.

How Do You Get A New Name?

According to experts, it's easy. You register the name of your choice with a domain name registrar. Registrars typically sell domain names for about \$10 to \$35 a year, depending on service offerings and packages. They in turn submit the name to a registry (Afilias, for .INFO), who



WHAT'S IN A NEW NAME? A lot if you are kicking off a new campaign or product promotion.

manages all the names and processes your request.

Presto...you have a new name in minutes.

To find a registrar simply visit the list of registrars at www.info.info.

“People should shop around to find the registrar whose prices and services best fit their needs,” said LaPlante. “As with everything on the Internet, every registrar serves the global market and therefore each will offer their own unique value that may make them the right choice for you.”

For more information on how to obtain a .INFO, visit www.info.info.