



January 10, 2017

Rightside Kicks Off 2017 with Two High Value Domain Programs at NamesCon

New approach focuses on making it easy to bring new TLDs to every business and individual ready to embrace the future of high-value domains

KIRKLAND, Wash., Jan. 10, 2017 (GLOBE NEWSWIRE) -- Making its most valuable Platinum domain inventory easier to sell than ever, domain name registry [Rightside Group](#), Ltd. (NASDAQ:NAME) today launched two new programs that will expand access to high-value premium domains across all 40 top level domains (TLDs) in the Rightside portfolio. The first program, Platinum Edge, provides Registrars access to Rightside's premium Platinum domains, offers low renewal cost, and provides a team dedicated to helping participating registrars build highly profitable revenue streams. The second program, the Platinum Brokerage Program, delivers priority access to Rightside's highest-value domains to domain brokers interested in selling this inventory.

Maximizing Domain Profits and Revenue

Merchandising high-value domains has long been a challenge for the domain industry, and Rightside is committed to making the process of selling and acquiring the highest-value domain names as simple as possible. The newly launched Platinum Edge program enables Registrars to sell Rightside's Platinum domains at a low renewal rate while also providing marketing support and materials to Registrar partners. Platinum domains represent the highest value inventory across Rightside's 40 new TLDs, as determined by popular search terms and geographical and industry specificity. The Platinum Edge program allows Registrars to offer individuals and brands the best possible domain for their needs.

The Platinum Brokerage program offers similar benefits to brokers, providing commissioned sales, low cost renewals and eliminating the burden of upfront investments and carrying costs. The Platinum Brokerage program gives access to Rightside's most valuable domains while also providing resources and tools. Program participants don't have to buy a Platinum domain in order to sell the domain, and participants that register interest in selling a particular domain receive a level of exclusivity during the process of negotiating a deal. Both programs provide a great opportunity to increase revenue through the sale of Rightside's Platinum domain inventory.

The programs will be showcased at the [2017 NamesCon](#) domain name industry conference taking place at the Tropicana Hotel in Las Vegas, January 22-25. NamesCon has evolved into the premiere conference for an industry that is changing rapidly, expanding its reach to new corners of the globe and redefining the way people think about and utilize domains.

"NamesCon has become one of the best opportunities for brands and individuals invested in the domain industry to share news and ideas," said Taryn Naidu, CEO of Rightside. "This is an incredibly exciting time for the domain industry and we're thrilled to announce two amazing new programs at NamesCon to drive the industry to new heights in 2017."

Finding Rightside at NamesCon

In addition to being a Gold Sponsor and running Booth #35 at NamesCon, the Rightside team is hosting and participating in numerous sessions, including;

- | Sunday, January 22:
 - Increasing the Value of New Domains in the Secondary Market, 2:00-2:45 PM
 - Rightside Opening Reception, 7:00-11:00 PM
- | Monday, January 23:
 - Best Practices: Selling Domains Through Hosting, 11:00-11:45 AM
 - 10 Ways to Creatively Use Domain Names in Your Marketing and Branding Campaigns, 1:00-1:45 PM
 - The State of Premium Domains in 2017, 2:00-2:45 PM
- | Tuesday, January 24:
 - Head to Head: Comparing Domain Registrars, 1:00-1:45 PM
- | Wednesday, January 25:
 - Executive Roundtable: Industry Trends Forecast for 2017, 2:00-2:45 PM
- | As live streaming continues to grow exponentially, and *.LIVE* remains the TLD of choice among live streamers, Rightside will host live streams of several NamesCon sessions at www.namescon.live.
- | Richard Lau (Founder of NamesCon) will be joining the Connecting the Dots Webcast on January 18th, sign up at ctd.live/register

About Rightside

Rightside® inspires and delivers new possibilities for consumers and businesses to define and present themselves online. The company, with its affiliates, is a leading provider of domain name services, offering one of the industry's most comprehensive platforms for the discovery, registration, usage, and monetization of domain names. In addition to being a new gTLD registry operator, Rightside is home to some of the most admired brands in the industry, including Enom and Name.com. Headquartered in Kirkland, WA, Rightside has offices in North America and Europe. For more information please visit www.rightside.co.

Contact

Bill Glenn

Vice President of Marketing

Rightside

press@rightside.co

 [Primary Logo](#)

Source: Rightside Group, Ltd.

News Provided by Acquire Media