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## Rightside and Donuts Sign Multi-Year Extension of its New gTLD Registry Services Agreement

KIRKLAND, Wash. and BELLEVUE, Wash., Feb. 07, 2017 (GLOBE NEWSWIRE) -- [Rightside Group](#), Ltd. (NASDAQ:NAME), a leading provider of domain name services that advance the way businesses and consumers define and present themselves online, and [Donuts Inc.](#), the largest registry for new domain name extensions, announced today the extension of their agreement, which provides back-end registry services to Donuts' broad array of nearly 200 new generic Top Level Domains (new gTLDs).

"We have a long history of working closely with Donuts, across multiple initiatives, to help drive the domain name industry forward by bringing exciting new branding options to consumers and businesses," said Taryn Naidu, chief executive officer, Rightside. "This agreement, an extension of our five-year relationship with Donuts, ensures the continued availability of the technology platform relied on by hundreds of Donuts' registrar partners and millions of their end-user customers."



"Rightside's registry platform has the right combination of innovative features, ease-of-operation, scalability, and highly responsive customer support," said Donuts' CEO Bruce Jaffe. "Rightside has been a critically important partner during our gTLD portfolio's first three years in the market, and we look forward to building on our shared success."

Leveraging Rightside's back end registry platform, Donuts & Rightside have been pioneers in the new gTLD program, launching domain names that range from the brandable extensions .LIVE and .WORLD to more descriptive extensions, including .EMAIL, .PHOTOGRAPHY, .LAWYER and .CONSULTING. In total, over 200 TLDs have been launched, and approximately 2.5MM domains are currently managed by the platform.

A registry back-end system performs the critical functions necessary for a domain name registry to fulfill its technical obligations in running a top-level domain (or TLD, the section of the web address to the right of the dot). This includes provisioning and maintenance of domains in the registry database and the domain name system (DNS), supplying Whois services, providing shared access to registration functions for domain name registrars, and numerous features to support the business and operational requirements of registry operators.

### 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 one of the most admired registrar brands in the industry, [Name.com](#). Headquartered in Kirkland, WA, Rightside has offices in North America and Europe. For more information please visit [www.rightside.co](#).

### About Donuts

Donuts securely operates the largest number of the Internet's top-level domain names and provides varied and relevant online identities, in multiple languages and character sets, to businesses, individuals, and organizations worldwide. Donuts is headquartered in Bellevue, Washington, with office in Los Angeles, Washington, D.C. and London. For more information visit [www.donuts.domains](#).

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