



## PRESS RELEASE

### Register your domain name in .CM, the typo of your .COM

**Luxembourg, July 6** – The launch of .CM has successfully started with a significant number of trademark names registered during the Sunrise period at [www.eurodns.com](http://www.eurodns.com).

The domain extension .CM is not only the country code top-level domain (ccTLD) for the Republic of Cameroon, but also corresponds to the .COM typo. As Xavier Buck, CEO of EuroDNS explains, “it is important to protect your .COM domain name by registering the corresponding .CM name. Indeed, when typing a .COM domain name, people often forget to type in the ‘o’, which can cause a loss of traffic and also lead to a misleading use of your name if you are not the owner of the corresponding .CM name. Don’t miss this opportunity. The sunrise, which allows all trademark owners to register at the earliest stage, is still running until July 15th”.

The launch of .CM is associated to the battle against poverty in Africa and the willingness to expand both e-commerce and Internet on the African territory. The .CM registry has thus decided that for each domain sold, a certain percentage will go to the foundation “Flowers in the Desert”.

Moustapha Saya Kaigama, CEO of Netcom.cm, explains “.CM will definitively open the African market in terms of presence, e-commerce and Internet, but our goal is also to contribute to the fight against poverty by giving to the foundation “Flowers in the Desert” a certain percentage for each domain name sold: 10% from landrush auction / and for registration during sunrise and open registration Euro 2.5 per domain and year”.

During the Sunrise phase, the minimum registration period is 2 years and applicants must hold a valid and issued trademark at the time of application. If there is more than one valid Sunrise application for the same domain name, the name will be awarded to the registrant with the oldest registered trademark. Each domain application costs 360 EUR with a non-refundable fee of 60 EUR, including a two years term.

The registry will then open the Landrush period from July 15th, 2009, 0:00:01 UTC until July 31st, 2009, 0:00:01 UTC, during which all applications will be subjected to a premium fee and an auction system, with a minimum registration time of 2 years. Indeed, in case there is more than one application per domain, the domain will go into an auction system that will be held shortly after the end of the Landrush period.

The price for each domain name application will be 260 EUR, including a two years term.

The Go Live will begin on August 1st, 2009 at 0:00:01 UTC. At this point .CM domains can be registered on a first come, first served basis. The minimum registration term is 1 year and the price will be announced soon. The price for the each Go Live registration is 80 EUR.

To have more information and register your .CM now, just go to: [www.eurodns.com](http://www.eurodns.com), and stay tuned!



## **About EuroDNS**

EuroDNS is a Domain name Registrar specialized in International Domain extensions. Based in Luxembourg with branch offices in Europe, the USA and Asia with AsiaDNS, EuroDNS serves a large variety of clients ranging from SMEs to some of the world's largest Domain Investors and offers dedicated naming solutions to Trademark holders. By strongly participating in leading industry forums including ICANN and the International Trademark Association, EuroDNS seeks to promote e-Commerce and wider Internet adoption. [www.eurodns.com](http://www.eurodns.com)

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