



## FACT SHEET

- Dot Vegas, Inc. is the registry for .Vegas, a new generic top-level domain (gTLD or TLD).
- A TLD is the part of an Internet address that comes after the dot on the right - .com, .net, .org for example.
- All top-level domain names are governed by the Internet Corporation for Assigned Names and Numbers (ICANN).
- The principals of Dot Vegas, Inc., who have been actively involved with domain name industry since 1998, spent six years and made a personal investment exceeding \$1 million to secure the contract with ICANN as the registry for .Vegas.
- Dot Vegas, Inc. has support from local government including a revenue partnership with the city of Las Vegas.
- The city of Las Vegas will receive in perpetuity a percentage of fees generated by the registration and renewal of .Vegas digital addresses.
- Because .Vegas is a generic top-level domain, those applying for a .Vegas extension do not have to be physically located in or have a defined nexus with the city of Las Vegas. That means anyone in the world can register a .Vegas domain.
- As the registry, Dot Vegas Inc. is the company that controls and operates the .Vegas TLD.
- Registrars or companies like GoDaddy, Network Solutions, eNom or 1&1 take registrations for second level domain names, or the part of the Internet address located to the left of the dot.
- All new TLDs are introduced to the Internet and made available for sale through a process governed by ICANN.

The process begins with a 120-day period during which the new TLD, in this case, .Vegas, is incorporated into the root directory of the Internet naming system. This is followed by a 60-day Sunrise period during which trademark holders who submitted their trademarks to the Trademark Clearing House have the opportunity to register their .Vegas addresses, followed by a staged roll out defined by industry standards. For market awareness Dot Vegas, Inc. will announce each stage of the roll out in advance.

- The team at Dot Vegas, Inc. encourages all local companies and individuals to participate in the Sunrise and Landrush periods and register .Vegas addresses before the last phase – General Availability- when .Vegas is open to the public on a first-come, first-served basis.
- Once .Vegas enters General Availability, all unclaimed addresses may be registered by any individual or company around the world.

For more information and availability timelines, visit <http://www.dotvegasinc.com/>

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