



**MEDIA KIT**  
**JANUARY 2014**



## 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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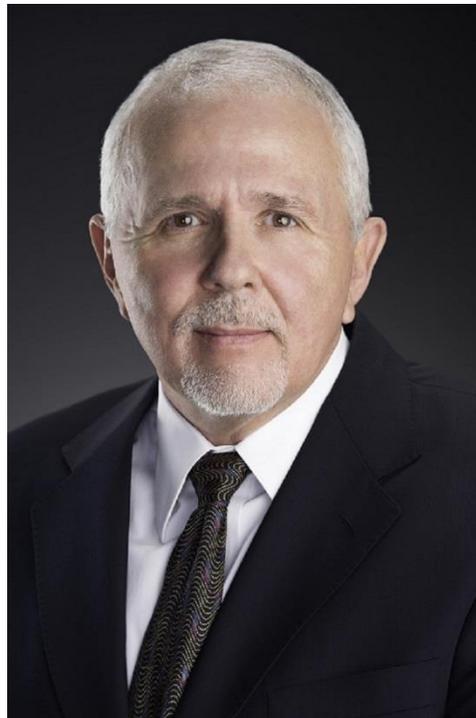
**Jim Trevino**  
**President and CEO**

Jim Trevino, President and CEO of Dot Vegas Inc., is a serial entrepreneur who has been founding and building companies for more than 30 years. His widespread experience in the technology industry encompasses everything from vertical application software to running an Internet registry.

Trevino is a successful financier whose experience includes asset based lending, venture capital investing as well as other types of business financing. Through the company he founded, Business Finance Corporation, Trevino has provided financing to companies across a vast array of industries, including eNic Corporation, the registry and registrar for the country code .cc, and many others that have been acquired by Fortune 500 businesses.

Throughout his career, Trevino has worked extensively overseas, conducting business with heads of state and leaders from the USSR, Europe and China. In 1990, he was President of The Center For International Cooperation, a company whose mission was to foster bilateral cooperation and trade through the introduction of U.S. companies and lawmakers to their counterparts in emerging economies.

Trevino was awarded the Bronze Star for his service with the 11<sup>th</sup> Armored Cavalry Regiment during the Vietnam War. He currently resides in Las Vegas and continues to travel extensively, cultivating business opportunities and relationships.





**Dustin R. Trevino**  
**Principal/Chief Financial Officer**

As CFO of Dot Vegas, Inc., Dusty Trevino brings to the company a wealth of experience in finance and Internet infrastructure. As a founder of the company, Trevino has been intricately involved over the last six years to guide the process as the .Vegas top-level domain (TLD) progressed from a solid business idea to an inked deal with the Internet Corporation for Assigned Names and Numbers (ICANN).

Through the course of his career, Trevino has managed more than \$100 million in asset based transactions and was instrumental in successfully launching Business Finance Corporation, a medium sized factoring company through which he purchased over \$60 million in account receivables. Trevino served in the accounting department at eNIC Corporation, a registry for the country code TLD, playing an important role in the development and marketing of the .cc top-level domain.

Trevino earned his undergraduate degree from the University of Washington Foster School of Business and went on to earn a Masters of Business Administration from Texas Christian University Neeley School of Business. He currently resides in Las Vegas, Nevada.





**Bart P. Mackay**  
**Principal**

Bart Mackay is a trailblazer on the cutting edge of Internet technology and international business - a place he has skillfully and comfortably worked in for more than 25 years. Upon graduating from Gonzaga University School of Law, Mackay traveled the globe as companies at home and abroad sought his strategic guidance and well-honed legal skills. Whether drafting IP legislation in Russia or serving as Director of International Policy and Business Development at VeriSign, Inc., Mackay has a proven track record of identifying opportunities and successfully leading companies through the often complex world of business operations and regulations.

During his six years with VeriSign, Inc., Mackay worked closely with the Internet Corporation for Assigned Names and Numbers (ICANN) where he has been an active leader in shaping today's digital world. Mackay has been a contributor and speaker in ICANN forums as well as private sector and public sector international conferences on matters relating to the development, regulation and governance of the domain name system.

A founder of Mackay Ventures Inc. in 2007 where he continues to serve today, Mackay focuses on the evaluation of technology products and opportunities with specific emphases on the new and emerging top-level domain extensions and Internet domain name systems.

Mackay is a cum laude graduate of Gonzaga University School of Law, a member of the Order of Barristers and is the recipient of numerous American Jurisprudence Awards. He is a married father to five grown children and 12 grandchildren. He has residences in Las Vegas, Nevada and Springville, Utah.





**Tyson Mackay**  
**Director of Marketing**

Since 2007, Tyson Mackay has been directly associated with all aspects of the Dot Vegas top-level domain (TLD), from assisting in the development and submission of the Dot Vegas application to the Internet Corporation for Assigned Names and Numbers (ICANN), to the formulation of the company's strategic plans. As the Director of Marketing, Mackay oversees registry/registrar relations and the development and implementation of sales and market strategy. He works in conjunction with other company executives on initiatives to educate stakeholders and potential buyers on the value of a .Vegas domain name.

In addition to his work with Dot Vegas, Mackay is a founding member of Mackay Ventures Inc. and has directly led consultations on various technology and tourism related projects, including the creation of prepaid card services for Chinese travelers and the development of a tourism project near the west rim of the Grand Canyon. In 2005, while attending Utah Valley University, Mackay led a highly talented sales/marketing department at a Utah-based technology company and oversaw new customer sales and lead generation operations.

Mackay is active in Boy Scouts of America and civic matters. He is the father of four children and lives in Las Vegas, Nevada.

