



The Online Identity for Professionals and Businesses

Direct*i*

Welcome to .PW – the Professional Web!

- **Available:** Virgin namespace, quality inventory
- **Affordable:** Well priced for easy selling and bundling with web services
- **Unrestricted:** Open with an instant registration process
- **Clean:** Zero tolerance Abuse Policies to protect genuine registrants
- **IDN Support:** 11 scripts across multiple languages
- **DNSSEC, IPV6 Support**

.PW – TRULY for Professionals

- .PW is the only TLD for ALL professionals
- .PW has no restrictions, no documentation/licence requirements
- Save your registrants from unreasonable suspensions just because they can't prove they are professionals
- Save yourself from compliance hassles & angry customers
- **.PW – the real PRO Web**

.PW Today

90+ Registrars Accredited!

Europe

HEXONET

KEY-SYSTEMS
Internet Solutions

eurodns
THE WORLD OF DOMAIN NAMES

domain
monster

Register.it

RUcenter

America

web.com™

name.com

enom®

Asia Pacific

net4

YesNIC
국제도메인 국내 1위 등록기관

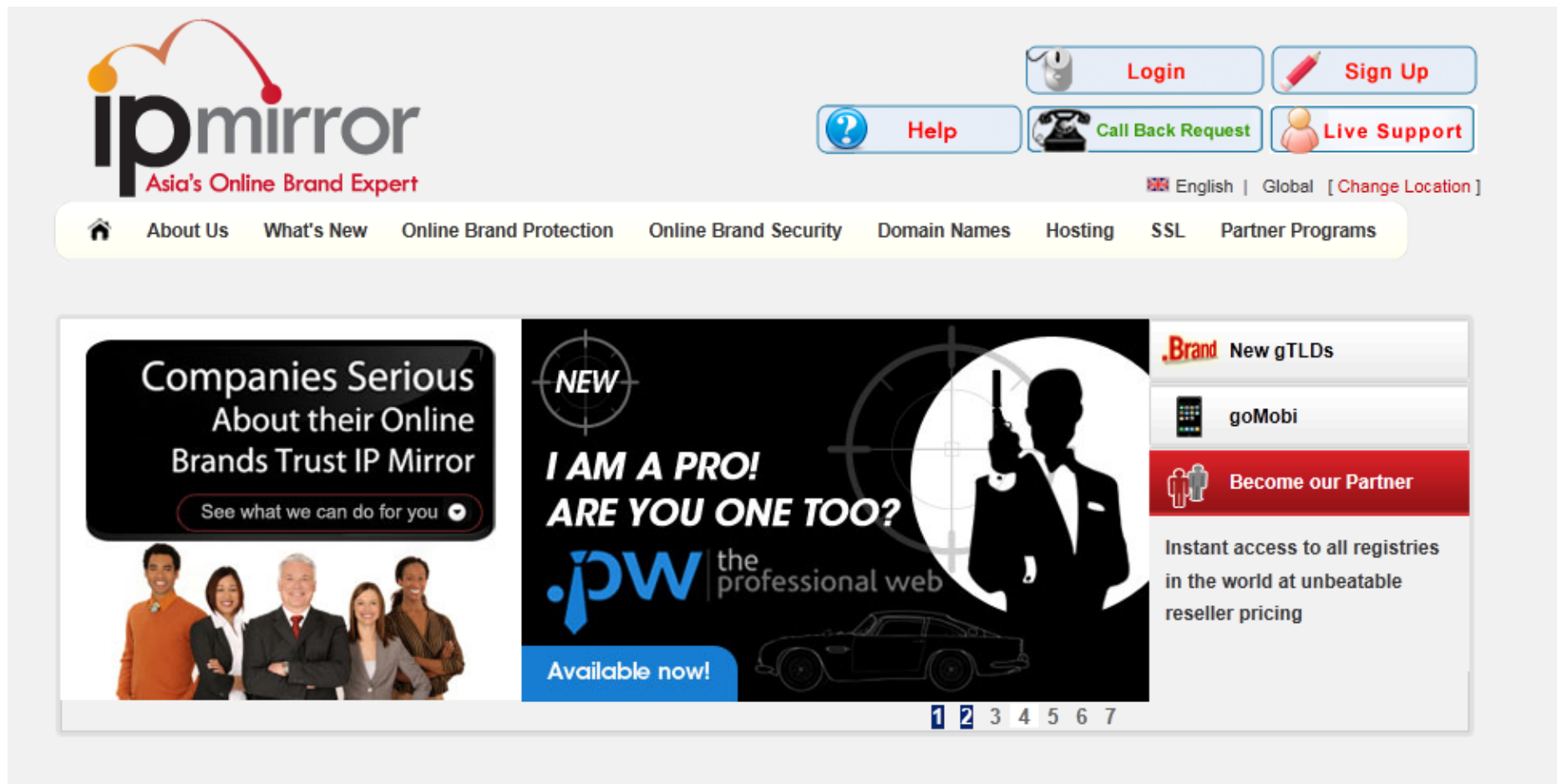
webnic
accelerate your business

instra
CORPORATION

.PW Roll-out Timeline



Glimpse: Registrar Marketing



The screenshot shows the IP Mirror website homepage. The header features the IP Mirror logo with the tagline "Asia's Online Brand Expert". Navigation links include "About Us", "What's New", "Online Brand Protection", "Online Brand Security", "Domain Names", "Hosting", "SSL", and "Partner Programs". User action buttons for "Login", "Sign Up", "Help", "Call Back Request", and "Live Support" are present. A language selector shows "English" and "Global" options. The main content area contains three promotional banners: "Companies Serious About their Online Brands Trust IP Mirror", "I AM A PRO! ARE YOU ONE TOO?" for .pw domains, and ".Brand New gTLDs" featuring goMobi and a "Become our Partner" button.

ipmirror
Asia's Online Brand Expert

English | Global [Change Location]

About Us What's New Online Brand Protection Online Brand Security Domain Names Hosting SSL Partner Programs

Companies Serious About their Online Brands Trust IP Mirror
See what we can do for you

NEW
I AM A PRO! ARE YOU ONE TOO?
.pw the professional web
Available now!

.Brand New gTLDs
goMobi
Become our Partner
Instant access to all registries in the world at unbeatable reseller pricing

1 2 3 4 5 6 7

Glimpse: Registrar Marketing



.PW Sunrise and Landrush

Get in on the ground floor of .PW domains!

Do you own a trademark that matches your domain?

If so, your best bet is to place a Sunrise Application. A Sunrise Application allows bona fide trademark holder that Sunrise Applications take some time to process, and that you will need to have your trademark informati

Don't own a trademark?

No worries! After the Sunrise period, domains are allocated in a Landrush period. The Landrush allows intere want a premium domain name - to participate in a priority delegation before .PW becomes generally availabl

Still confused? Check out our [.PW details page](#).

Start your search:

Enter one domain/keyword per line:

Glimpse: Registrar Marketing

Get on the professional web with a .PW domain.



domain monster.com



GET ON THE PROFESSIONAL WEB
Don't Miss Out - Apply Today

Hi Gavin

Get on the professional web with a .PW domain.

Grab a great new domain extension in the new world. Apply for and Pre-Order the newly launching

**Not a Sunrise Registrar?
Start off with Landrush now!**

It's all about great names!

- **Start Now** - Open up pre-registrations for Landrush today!
- **Best in class Auction Partner** - NameJet to conduct auctions
- **Take your Share** - Auctions revenue to be shared with Registrars
 - 2.5% awarded to the gaining Registrar
 - 2.5% distributed among other participating Registrars
- **Fresh Inventory** - Releasing a set of reserved names in Landrush
 - Last Names
 - Geo Names
 - Professions

What Next?

- General Availability opens 25th March, 2013
- **Aggressive Marketing Campaigns**
 - We're **Flexible**
 - We're **Open**
 - Test bed for new gTLD strategies



Not already Accredited?

- The MOST **Registrar Friendly** TLD
- Easy Accreditation Process
 - No OT&E
 - Soft Copy Contracts
 - Online Payment Options – Credit Card
- Registrar Marketing Support
- Backed by Experienced Partners

continued...

Integration Options

Simple and easy Integration options to get you LIVE as a .PW Registrar:



Standard EPP

OR



Registrar Platform using YOUR own Accreditation

Pricing Overview for .PW Accredited Registrars

- Sunrise

Application Fee: USD 60

Registration Fee: USD 6/yr (minimum tenure – 2 yrs)

Total: USD 72

- Landrush

Application fee: USD 30

Registration fee: USD 6/yr (minimum tenure - 2 yrs)

Total: USD 42

- General Availability

Registration Fee – USD 6/yr

Thank You

Contact

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www.registry.pw