

.MIAMI SMASHES THROUGH 8000 REGISTRATIONS IN FIRST WEEK

MIAMI – Oct. 12, 2015 – Minds + Machines, the official operators of .MIAMI, today announced that registrations in the newly-launched top-level domain broke through 8000 in the first week of opening, making it the fastest growing city top-level domain globally of the last seven days.

.MIAMI has overtaken other city domains, such as Sydney, Melbourne, Cape Town and Cologne, all with larger populations, that have been accepting registrations for many months.

Antony Van Couvering, CEO of Minds + Machines Group Limited, commented: “The response to .MIAMI has been overwhelming. Miami entrepreneurs, major businesses, and not-for-profits, and a huge number of registrations from the general public, show that .MIAMI has captured the imagination of Miamians. Miami is on the move, a true world city, and everyone wants to part of that. .MIAMI allows everyone to attach themselves to the global brand that Miami has established for itself.”

Over 80% of the registrations in .MIAMI have come from local Miami businesses, suggesting high usage rates and high renewal rates.

Sites already live using .MIAMI addresses include www.guia.miami, www.adconcept.miami, www.sextherapy.miami, and www.detectives.miami.

Antony Van Couvering added: “When new domains launch, we often see professional domainers accounting for a significant percentage of sales. We are delighted that in Miami, Miami residents have been the quickest to secure their names. This is a strong indication that .MIAMI will be an integral part of the business, cultural, and civic life of Miami.”

.MIAMI’s lead registrar in the launch campaign has been GoDaddy, who have been offering a 40% discount promotion on GoDaddy.Miami. Other lead registrars include HelloDotMiami, who secured over 1500 registrations in the first week.

About Minds + Machines

Minds + Machines (LSE:MMX) is a leading owner and operator of new generic Top-Level Domains (gTLDs) including .london, and provides registry services to a range of high-profile clients. The Group also provides domain name services to consumers through its wholly owned registrar operations in the U.S. and Europe. For more information on Minds + Machines, please go to: <http://investors.mindsandmachines.com>.

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