

# Value Proposition for .biz

## **.biz Business Case**

This information is provided to help you target and educate end users of the benefits of newly introduced .biz top level domain name. You may use this information in whole or when creating marketing messages to your customers.

## **.biz Positioning Statement**

In an effort to meet the growing demand for more and varied domains on the Web, .biz was created specifically to distinguish and promote business on the Internet.

“ Nothing Personal. Just Business”

.biz is the first Internet domain name extension dedicated solely to the needs of businesses around the world. The .biz domain, universally recognized as the business domain space bringing companies the benefits of true global reach and recognition, was specifically engineered with the latest technology to address the high-performance requirements of businesses, as well as to provide a timely and secure Internet address for businesses. In an ever-constant battle to have branding messages resonate with customers, a .biz domain name provides businesses the recognition for having a robust and secure Web presence that links employees, customers, vendors and partners all over the world.

.biz is the first domain name extension dedicated exclusively for businesses to communicate and conduct commerce on the Internet. Research indicates that 91% of our leading partners' customers are categorized as small businesses, making them the ideal target market.

## **Reseller Customer Positioning**

- Expands availability of desirable domain names already taken in other extensions
- Protects and enhances existing brands
- First and only truly global domain name solely for business
- Distinguishes and differentiates a web site as a genuine business site
- Narrower focus on a specific market provides a robust infrastructure to meet the specific commerce and communication needs of business.

## **Summary**

Every business wants to be recognized for having a Web presence that links employees, customers, vendors and partners all over the world. Distinguish your site as a genuine business and increase traffic from customers looking for and wanting to conduct business on the Web!

If you have a business-or plan to start one in the future, you need .biz

As an experienced registrar, Network Solutions can maximize your chances of obtaining the Web extension of your choice through its solid infrastructure and years of expertise. Don't lose customers or revenue to the competition! The world's first domain, built for business. Discover it now!