



.XXX Operator Applies to ICANN for More Adult Top-Level Domains

- Unprecedented "Grandfathering" Clause Protects Existing .XXX Domain Holders by Reserving Matching .SEX, .PORN and .ADULT Domains Free of Charge –

Palm Beach Gardens, FL – April 12, 2012 - ICM Registry (icmregistry.com), the registry operator for the .XXX top-level domain (TLD) for online adult entertainment, today announced a significant move to protect .XXX participants by submitting applications for three additional adult entertainment-related TLDs -- .SEX, .PORN and .ADULT. Under new rules finalized in 2011, ICANN, the governing body for Internet names and numbers, began accepting applications for new domain extensions at the beginning of this year.

"ICM Registry has worked for more than a decade to create .XXX which has become a globally accepted and responsible place for adult online entertainment to thrive in an easily recognizable self-regulated environment," said Stuart Lawley, CEO of ICM Registry. "We are dedicated to protecting interested stakeholders by providing the latest technology and the best domains which is why we created the .XXX TLD. We chose to submit applications for additional TLDs to spare .XXX participants from needless expense and to ensure the TLDs will be run in the same trustworthy and appropriate ways that .XXX is today."

If awarded these new TLDs, ICM Registry is offering an unprecedented "grandfathering" clause and will automatically reserve matching names at no cost for those who already have .XXX domains. .XXX registrants can choose to do nothing and the matching names will never be released under the new TLD suffixes. If however, registrants choose to register the new names for use, there will be a nominal fee. This means .XXX domain holders can potentially triple their exposure and value of their holdings, while brand and trademark holders who own .XXX domain names are automatically protected and will not have to register for the new domain names.

"ICM Registry has invested just under two million dollars in these applications to support our existing customers," said Lawley. "By offering the grandfathering clause at no charge, we are demonstrating our commitment to our adult entertainment community and will not collect fees for this from anyone who already has purchased a .XXX domain by the appropriate cut-off date."

In December 2011, ICM Registry launched the world's only internet TLD dedicated to adult entertainment. In doing so, ICM Registry adopted industry-leading best practices to create a safe place for visitors to interact with online adult entertainment. These practices include daily malware scanning of all .XXX sites by McAfee. The .XXX TLD has more than 215,000 domains under management. ICM Registry also created a fair and easy way for individuals and trademarked brands to protect against undesired use of their names with a rapid takedown and dispute process.

Each of the new TLD applications were submitted under separate, wholly-owned subsidiaries of ICM Registry LLC: ICM Registry SX LLC, ICM Registry PN LLC, and ICM Registry AD LLC.

About ICM Registry:

[ICM Registry LLC](#), headquartered in Palm Beach Gardens, Florida, is the registry operator for the .XXX sponsored top-level domain as approved by ICANN in 2011. ICM Registry provides the management and supporting infrastructure for this extension offered via registrars around the world.

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