

NetNames Platinum Service

The need for companies to manage their brands on the Internet is now of vital importance. NetNames has over twelve years experience in the domain name industry and works with many of the world's major corporations.

NetNames Platinum Service is a unique solution designed to help corporates and Intellectual Property (IP) professionals establish, implement and maintain an effective domain name management strategy.

Dedicated account management

Account management is at the heart of NetNames Platinum Service. We therefore ensure that our team of dedicated professionals are truly the best in the business. With an average of 5 years' industry experience, our highly skilled account managers will not only manage your domain name portfolio, but will become an integral part of your brand protection team.

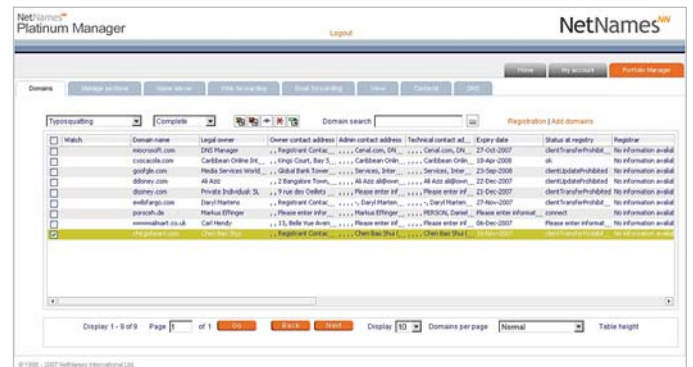
It is our belief that your NetNames Platinum Service account manager will be your primary source of domain name intelligence, always available via phone, email or meeting. For this reason we also operate a strict 'no auto-voice' policy to ensure that they will always be available for you when you need them.

They will;

- ▶ Partner with you to develop a solid account plan and work process to suit your business.
- ▶ Strategically review your domain name portfolio every quarter.
- ▶ Work with you to ensure that your domain name portfolio reflects your evolving business and online brand presence.
- ▶ Help you safeguard against potential brand infringements and violations and quickly help you recover any domain names previously lost.
- ▶ Manage all of your registrations and transfers irrespective of scope.
- ▶ Keep you abreast of the latest industry updates.

Guaranteed domain renewal

Platinum Service guarantees all domain names in your portfolio will be renewed. This removes the risk of inadvertently allowing names to lapse and means you no longer have to deal with individual renewal notices or waste time worrying about expiry dates.



NetNames Platinum Manager

NetNames Platinum Service includes NetNames Platinum Manager, a unique online application which provides complete visibility and control of all your domain names. Platinum Manager is Registrar independent, meaning you can also include domains owned by third parties such as competitors or potential cybersquatters.

The customisable interface displays any or all information relating to each domain name, including legal owner, administration and technical contacts, registrant address, and all technical details. You can search, sort, format and export the data quickly and easily giving total flexibility and control.

You can also divide your portfolio into sub-sections such as departments or cost codes and assign multiple users with different levels of access. If any changes are made to the names within your portfolio, you will be automatically notified via email. This means you can delegate responsibility but still maintain complete visibility of all your company's domain names.

NetNames Platinum Service is the industry leading solution for corporate domain name Management, partnering with organisations such as Unilever, BA, Centrica, Friends Provident, Thomas Cook and the National Grid.

Global domain name coverage

NetNames has global reach. Its multi-lingual team of registration specialists understands the intricacies of registering and renewing domain names anywhere in the world. It has set up strategic relationships with country-level registries and it can help you meet local presence requirements in countries where this is necessary. NetNames also offers comprehensive coverage of Internationalised Domain Names (IDNs).

Simple and flexible invoicing

NetNames Platinum Service removes the administrative burden of managing a domain name portfolio. Rather than having individual invoices for each registration and renewal, you receive one consolidated bill per quarter that covers all the domains in your account.

The annual cost of each domain is spread across four instalments and new registrations are no longer billed up front, but simply added to your account and included in the next quarterly invoice. You can cancel a domain at any time, regardless of the renewal date, provided it has been in your account for at least six months.

NetNames Platinum Service is the only company to provide this 'pay as you go' approach, meaning you are no longer tied to a two-year fixed registration period. This is especially valuable for domain names with a short life cycle, for example a domain name for a marketing or advertising campaign.

"With NetNames Platinum Service we can be confident that all our domain names are under one roof and will be managed and renewed by experts who specialise in this business."

British Airways

"With Platinum Service, we are able to quickly and easily add new names to the portfolio as we continue to expand the business, as well as monitoring those already in existence."

Centrica

"We found [Platinum Service] to be the best solution available for corporate domain name management."

Hilton Group

"NetNames Platinum Service is an obvious choice, as it gives us both the flexibility and control we require to effectively manage our domain name portfolio via one central point of contact."

William Hill

NetNames is part of London listed Group NBT plc. Through its industry leading domain name management service, NetNames Platinum Service, the company is responsible for managing and protecting online brands for international corporates, including in excess of 30% of the FTSE 100. Following the acquisition of Ascio Technologies in January 2007 NetNames became Europe's largest domain name management specialist.

NetNames is an ICANN Accredited Registrar with the ability to register domain names in all available suffixes worldwide. The company is headquartered in London, with offices in New York, Nice, Munich, Madrid, Copenhagen, Zurich and Oslo. For further information, visit www.netnames.com

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