

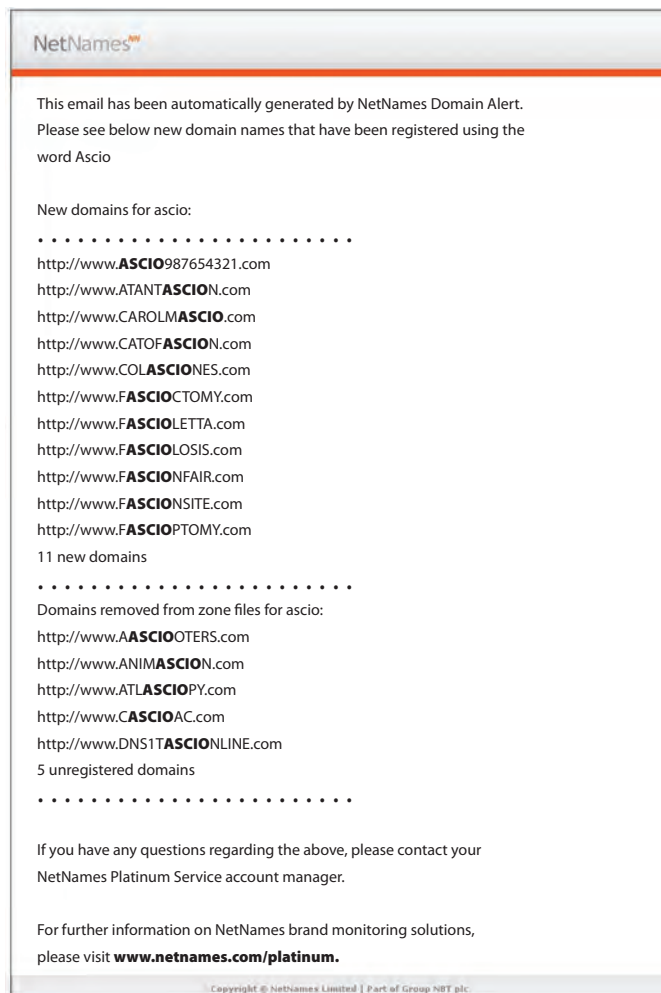
NetNames Domain Alert

Protect your brand against phishing and squatting!

Domain Alert is the first line of defence for your domain name and your brand. Using unique intelligent technology, it scans the latest domain name registrations, day in and day out, looking for the subtle clues that mean the crooks are targeting your company.

Phishers and cybersquatters, brand hijackers and pay-per-click profiteers – they all have ways of latching on to your brand and exploiting it, or your customers, to make a quick buck. And it all starts with a domain name. All they need is a domain registration that is close enough to confuse people who are naïve, careless or in a hurry.

Domain Alert nips these scams in the bud. As soon as a suspicious gTLD name is registered, an email alert is fired off automatically and the danger is flagged up, right there in your inbox.



There may be nothing at all for a day or two, then 20 or 30 suspects all at once, as the crooks and fraudsters get to work.

Your email alert list will probably contain domain names that include or remind people of your brand name, common misspellings and mutations based on typing errors. Scammers and identity thieves know the potential of mistyped URLs, and big names can mean big profits for click-farm operators – misspellings of MySpace.com receive 15m hits a year.

The Domain Alert package

Domain Alert provides the vital tripwire to protect your key business assets. It stands guard over your domain names and gives you early warning of the threats that could harm customers or even stop your business in its tracks.

- > Protect your domains and safeguard your brand
- > Relax with automated, intelligent protection, 365 days a year
- > Stay in control with fast, automatic email alerts

How Domain Alert saves you trouble and money

- > Highlights suspicious domain registrations
- > Exposes preparations for phishing attacks
- > Pinpoints attempts to target your brand
- > Gives you the information you need to take immediate action

It's simple.

It screens domain name registrations as they happen.

To find out how the Domain Alert tool from NetNames can help you fight online fraudsters and criminals, please contact:

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