Launching Worldwide on September 8th, 2015: The Web's Only Dedicated Snow Sports Address .Ski

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Snow sports businesses; professionals, associations and participants get their own piece of the Internet with the .ski domain name extension.

The brand new gTLD (Global Top Level Domain) .ski powered by Internet Registry StartingDot is officially launching to the public on September 8th. The highly anticipated global launch follows an initial limited release period, which saw 800 ski resorts; brands, associations and athletes secure their .ski domain names.

From September 8th all members of the skiing community are able to purchase their own .ski domain name, opening up a new direction for skiers who are looking for an online identity closely associated with their passion.

The traditional domain name space has become exhausted with many URLs already spoken for, the snow sports community has to come up with lengthy alternatives to differentiate themselves or required to pay large amounts of money to purchase the name they want from existing owners. Created with the support of the International Ski Federation (FIS) the .ski domain extension enables business, brands and enthusiasts to secure shorter, more specific and memorable domain names.

Millions of .ski domain name options will be available to purchase at over sixty online resellers such as 1&1, GoDaddy.com and Name.Com – simply decide on the name and purchase it, just like you would with any other domain name. Availability is on a first come, first serve basis and retail prices for a yearly registration will range from 30 – 50 GBP.

Many skiers are already lining up to create their .ski domain names. Britain's top female ski cross skier, Emily Sarsfield, is one of them and she comments, 'the .ski domain is perfect for me as it instantly identifies with my sport and what I do - it feels great to be part of something like this right at the start'. Emily has created the name 'emilysarsfield.ski' which she will use to help promote herself and her sponsors.

.ski co-founder and ski enthusiast, Rob Rozicki, saw the opportunity to create the new domain name when he realised the ski community needed an identity. 'What better way to help those passionate about snow and ski sports who are creating great content or want get online than with the perfect online tool, their very own online identity, says Rob. 'Having a .ski domain name if you're a skier just makes so much more sense than a .com or equivalent, it really is a must have piece of skier gear'.

About StartingDot & .ski

About StartingDot

StartingDot is a leading European TLD Registry with offices in Dublin, Paris and New York City. Launched in October 2011, the registry has introduced three new generic top-level domain names (TLDs) dedicated to major sectors: .archi, .bio and .ski. The company's TLDs help people and businesses clearly express themselves and unify their audiences. The company's strategy focuses on TLDs in SME categories where the correlation between trade and domain name is critical.

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High resolution images are available on request

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