

## **Afilias welcomes .ONL and .RICH to the Internet**

### ***Afilias supports new gTLD delegations and registry services for I-REGISTRY***

**DUBLIN – March 12, 2014** – Global registry services provider [Afilias](#) today announced the completion of technical preparations to activate the new .ONL and .RICH generic top-level domains (gTLD) on the global Internet.

Managed by Berlin, Germany-based I-REGISTRY Ltd., the .ONL and .RICH gTLDs are unique propositions for a Web presence. The .ONL domain is designed to be a quick way of saying “I’m online” and fits all situations, whether growing a business, building a community or creating a personal space. .ONL can be particularly effective for brands that have a physical presence and need to publicize their online version, such as a corner drugstore offering services online.

The .RICH domain accomplishes two goals: first, it will build an online community of the well heeled and aspirants and, second, it will help the underprivileged with charitable donations planned from revenues generated by the domain.

Anschelika Smoljar, the CEO of I-REGISTRY Ltd., said, “Our excitement in seeing these domains go live in the Domain Name System (DNS) is due in great part to the speed and efficiency Afilias offered in helping us make these gTLDs a reality. While launching domains may seem daunting, with Afilias and its broad experience in launching and running TLDs, the process was swift and simple.”

Afilias CMO Roland LaPlante added, “With so many gTLDs coming to market in the months ahead, it’s the ones with a strong vision that will capture the imagination of the public. The .ONL and .RICH gTLDs embody that idea. Afilias is happy to support the I-REGISTRY team in bringing unique domains to the public and helping them achieve their full potential.”

For more information about I-REGISTRY as well as the .ONL and .RICH domains, please visit <http://www.i-registry.com>.

## **About Afilias**

Afilias is the world's second largest domain registry, with more than 20 million names under management. Afilias powers a greater variety of top-level domains than any other provider, and will soon support hundreds of new TLDs now preparing for launch. Afilias' specialized technology makes Internet addresses more accessible and useful through a wide range of applications, including Internet [domain registry services](#), [Managed DNS](#) and [mobile Web services](#) like [goMobi®](#) and [DeviceAtlas®](#). For more information on Afilias services, visit [www.afilias.com](http://www.afilias.com) .

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