

JULY, 2016



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CUMULATIVE .CLUB PREMIUM SALES TOP \$4 MILLION AS SUMMER HEAT DRIVES OVER \$60K IN JULY

Registry Books Hotels.club Sale - Site Launching Soon Sedo Auction Planned for September

It is *hot* in .CLUB's Fort Lauderdale headquarters, but the humid Florida weather was no match for some solid premium name sales during the month of July. A number of registrars took part in a month long tiered premium name sale, driving a total of 72 names sold for the typically slow summer month. With no auctions held in July, the 72 names generated a respectable **\$62,589.47** in sales. In July, premium names were sold by 20 different registrars and also one sale was made directly by the registry. The top sale by a registrar was diamonds.club, sold by GoDaddy for \$8,247.98 (discounted from \$9,999.99). The top sale of the month was the registry's sale of hotels.club, however the specific terms of that sale remain confidential. While no auctions were held in July, an auction of 28 two letter names, plus a i.club and 777.club will be held on the Sedo.com platform September 9-16.

At the end of July the total cumulative premium name sales for .CLUB was **\$4,056,159.55**.

The registrar channel continues to be an active source of premium name sales for .CLUB. as 20 different registrars from 9 countries contributed to July sales. A list of registrars offering premium .CLUB names is available [here](#). To download a list of the tiered premium names available through the registrar channel on a first come, first served basis, [click here](#). The tiered premium names available through the registrar channel are names priced up to \$10,000. Higher value names are available through Sedo.com, Afternic.com, and through the Registry.

To make it easier for domain investors to track the remaining availability of both standard priced and premium priced .CLUB letter and numeric names, we have launched a Domain Availability Dashboard at <http://www.nic.club/availability>. The dashboard data is updated every 15 minutes, and all lists of names are available to be downloaded as a spreadsheet. In addition to the letter and numeric names, the dashboard offers a 5-day list of Deleting Names for download. The Deleting Names list is updated once daily. In addition, we have added the lists of ALL and NEW tiered premium names, broken down by 3 & 4 Character names, Chinese names, and all other names.

JULY 2016 – SALES OVERVIEW

During the month of July 72 premium .Club domains were sold by 21 different sources. Top sales of the month included Hotels.club (privacy), diamonds.club (\$8,247.98), trip.club (\$4,122.98) and care.club (\$4,122.98). While the terms and buyer are under privacy, [Hotels.club](#) is already live with a "coming soon" landing page.

In July premium names were dominated by GoDaddy, who sold 36 names for a total of \$35,984.69. Other registrars with July sales included Name.com (4 names), RU Center (3

names), OVH (3 names) and NameCheap (3 names). Uniregistrar, PDR, OnlineNic, Netim, Namesilo, eNom and Dynadot each sold 2 names, and United Domains, Regtime, Mark Monitor, Gandi, DNC Holdings, Dattatec, Chengdu West, 101 Domain and the Registry each sold 1 name.

Total premium name sales for the month were **\$62,589.47**.

In July, GoDaddy, one of the registrars participating in the premium name sale, dominated with 36 of the 72 sales and accounting for approximately 57% of all premium name sales dollars for the month.

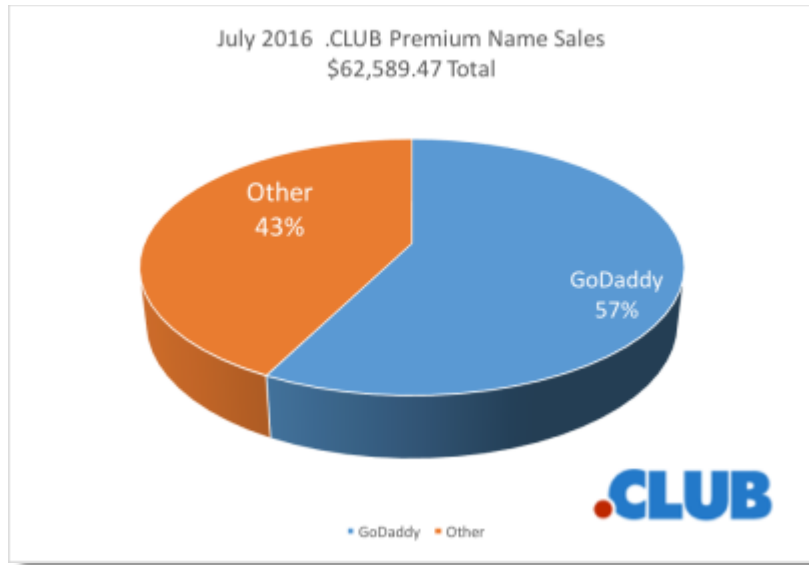


Figure 1. JULY .CLUB Sales Breakdown by Source

Below are the names sold in July at prices over \$2,000:

NAME	SALE SOURCE	PRICE
lust.club	GoDaddy.com, LLC	\$2,472.98
edward.club	GoDaddy.com, LLC	\$2,472.98
style.club	GoDaddy.com, LLC	\$2,472.98
tom.club	GoDaddy.com, LLC	\$2,472.98
roman.club	GoDaddy.com, LLC	\$2,472.98
swift.club	Dynadot, LLC	\$2,529.66
giants.club	Name.com, Inc.	\$2,635.06
hub.club	PDR Ltd.	\$2,635.06
care.club	GoDaddy.com, LLC	\$4,122.98
trip.club	GoDaddy.com, LLC	\$4,122.98
diamonds.club	GoDaddy.com, LLC	\$8,247.98
hotels.club	Registry Direct Sale	N/A

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