

AUGUST/SEPTEMBER .CLUB PREMIUM SALES TOP \$135k

September Sedo Auction Scores \$75k, New Premium Names to be Released October 20

Summer is over and everyone is back to school and work (well, work never stops in our business...) As expected, the dog days of summer were reflected in a slower rate of premium name sales in August, carrying over to the beginning of September. Still the registrar channel was active and in August we sold 52 names totaling **\$32,103.52**. Things picked up in September led by an auction of 30 names on Sedo mid-month. In September a total of 84 names were sold for a total of **\$103,245.47**, including the Sedo auction.

In both August and September, premium names were sold by 14 different registrars. One name was sold directly by the Registry in August and two names were sold directly in September. Total combined sales for August and September were **\$135,348.99**. The Sedo auction generated sales of **\$74,944**.

At the end of September the total cumulative premium name sales for .CLUB was **\$4,191,508.54**.

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.

On September 30th [we announced](#) that we will no longer recapture any new deleting names beginning October 1st. Names that were previously Registry Reserved that happen to drop and delete, will remain reserved. In addition, a number of previously reserved names, including some LLL names, will be released to general availability on October 20th. A list of the names to be released is available at the .CLUB availability dashboard at www.get.club/availability. The dashboard data is updated regularly, 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.

AUGUST/SEPTEMBER 2016 – SALES OVERVIEW

The registrar channel continues to be an active source of premium name sales for .CLUB, led by GoDaddy with 30 names sold in August and 31 names sold in September. NameCheap was the second most active registrar with 3 names sold in August and 7 names sold in September. In total 19 different registrars had sales of .CLUB premium names during August and September, including Alphnames, Chengdu West, CSC, DNC Holdings, eNom, GMO, GoDaddy, Names.com, NameCheap, Network Solutions, OVH, PDR, RU Center, Sedo, Soluciones Corporativa IP, Tucows, Uniregistrar, United Domains and URL Solutions.

The top sale in August was tip.club sold by NameCheap for \$4,560. 700.club was also sold in August as a direct sale by the registry but the price is under privacy. Other notable sales in August included mytravel.club selling for \$3,000 from DNC Holdings. In September, in addition to the Sedo Auction, notable sales included plus.club sold by Sedo for \$3,000 as well as sound.club and mustang.club each sold by GoDaddy for \$2,999.

Total premium name sales for the month of August were **\$32,103.52**.

Total premium name sales for the month of September were **\$103,245.47**.

In August and September combined, the Sedo Auction accounted for 55% of the total sales. GoDaddy accounted for 19% and NameCheap for 6% of the total.

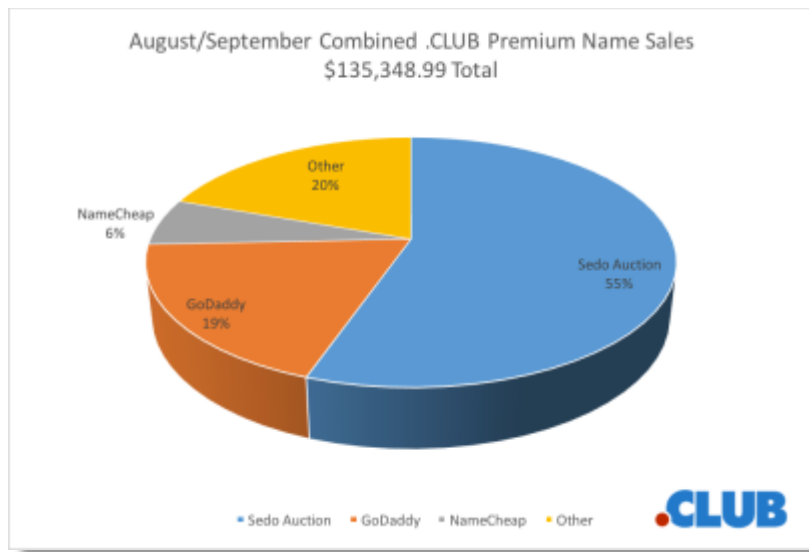


Figure 1. August/September Combined .CLUB Sales Breakdown by Source

Below are names sold in August and September at prices of \$2,000 or more, excluding direct sales under privacy:

NAME	SALES CHANNEL	RETAIL PRICE
park.club	GoDaddy	\$1,999.99
strips.club	GoDaddy	\$1,999.99
triangle.club	GoDaddy	\$1,999.99
mr.club	Sedo Auction	\$2,030.00
dr.club	Sedo Auction	\$2,050.00
hq.club	Sedo Auction	\$2,050.00
sf.club	Sedo Auction	\$2,205.00
tv.club	Sedo Auction	\$2,205.00
fx.club	Sedo Auction	\$2,550.00
review.club	NameCheap	\$2,740.47
salt.club	Network Solutions	\$2,951.27

AUGUST/SEPTEMBER, 2016



100 SE Third Avenue, Suite 1310
Fort Lauderdale, FL 33394
www.get.club
P: 1-877-833-0000
F: 1-888-886-0462

amazing.club	GoDaddy	\$2,999.99
trendy.club	GoDaddy	\$2,999.99
mustang.club	GoDaddy	\$2,999.99
sound.club	GoDaddy	\$2,999.99
mytravel.club	DNC Holdings, Inc.	\$3,000.00
plus.club	Sedo	\$3,000.00
La.club	Sedo Auction	\$3,455.00
ny.club	Sedo Auction	\$3,455.00
uk.club	Sedo Auction	\$3,455.00
777.club	Sedo Auction	\$4,100.00
21.club	Sedo Auction	\$4,357.00
tip.club	NameCheap	\$4,560.47
co.club	Sedo Auction	\$5,655.00
dj.club	Sedo Auction	\$7,200.00
i.club	Sedo Auction	\$9,999.00

Editor's note: Going forward we will start reporting our premium name sales on a quarterly basis.

For more information visit www.get.club or email jeff@get.club.