

- 1) .xyz is for every website, everywhere®
  - xyz is a generic extension without restrictions
  - .xyz connects Generations X, Y, & Z
  - The alphabet ends with XYZ. So should your domain
- 2) .xyz is on sale for a limited time
  - Get short, affordable .xyz domains when the 1st choice is unavailable
  - Find available .xyz domains that are taken in .com, .net, & .org at www.gen.xyz/cnox
  - Get premium .xyz names at <u>www.gen.xyz/premiums</u>
- xyz is the go-to domain for the next generation
  - Google: <u>ABC.xyz</u> (parent company, Alphabet)
  - Skype's cofounders: Starship.xyz (delivery robot)
  - MIT: <u>Engine.xyz</u> (startup accelerator)
  - Deloitte: <u>Golnnovate.xyz</u>, <u>Exponentials.xyz</u>, & more (community microsites)
  - Hundreds of .xyz use cases at <u>www.gen.xyz/live</u> & <u>www.gen.xyz/ww</u>
- 4) .xyz is a globally appealing brand
  - .xyz is the most popular new domain in the world
  - .xyz is more popular than .info, .co, .us, .biz, & .io
  - .xyz is supported by search engines everywhere, just like other domains
  - Register .xyz domains in over 200 languages
- 5) It's instinctive. It's natural. It makes sense
  - Get your FirstNameLastName.xyz for your blog, portfolio, or redirect to social media
  - Use FirstName@LastName.xyz as email addresses for the whole family
  - Protect your portfolio by securing the same domains in .xyz
  - Upgrade your existing domains with shorter, more memorable .xyz names