

MEDIA RELEASE



Contact: Paul Middleton
Telephone: +61 2 9664 7613
Mobile: +61 424 259 498
Email: paul.middleton@domain-parking.com.au

For Immediate Release

Domain name worth depends on who you ask

Call for industry standardisation for objective valuation of .au domain names

Sydney, NSW 4 August 2008 - Domain-Parking.com.au, an auDA registered domain name reseller, has called for the creation and adoption of a standard process for the objective valuation of .au domain names. This follows a change in auDA policy (the body governing the au top-level domain space), effective 1st June 2008, which removed the restriction on the sale/transfer of registrations between registrants.

Paul Middleton, owner of the domain-parking.com.au website, explained “There is currently a lot of media attention relating to the domain name industry and their potential lucrative nature...parking, trading, brokerage, valuation...anything to do with domain names is hot at the moment. Headlines including 'land grab' or 'gold rush' are common and will always generate interest, but the industry is often regarded as parasitic and needs to establish some credibility.”

An article in the Sydney Morning Herald in March stimulated Paul's own interest in domain parking. Paul believes we're at the start of the internet-age equivalent of the real estate industry, and the same lessons need to be learnt quickly. He explained, “AuDA does what it can at the front end by formalising the rules around registering the names, but the industry itself needs to help establish the rules post-registration. Creating recognised authorities and approved standards within the industry will, I hope, go some way towards this and restore some credibility”.

Domain-Parking.com.au offers free domain parking and today launched a free domain name valuation service.

--- END ---

For more information about this topic, please contact Paul Middleton by calling +61 424 259 498, or e-mail Paul at paul.middleton@domain-parking.com.au.