

## GNR Limited Launches Innovative Domain Name Registrar – Personal Names Limited

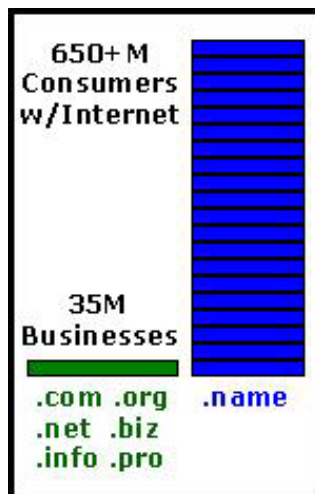
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***ICANN accredited registrar will focus exclusively on optimizing Dot-Name  
Personalized email and domain name end-user experiences.***

**London, U.K.** – GNR Limited announced today the launch of Personal Names Limited, a new ICANN accredited registrar focusing exclusively on optimizing the Dot-Name end-user experience. Dot-Name is the only top-level domain designed exclusively for the individual consumer. Personal Names Limited will offer consumers the opportunity to obtain and utilize their actual name as their permanent personal email address as well as their personal web domain address. In addition, Personal Names Limited will be sharing its marketing intelligence, marketing creative and registration user flow development with all interested Dot-Name registrars to assist them in their Dot-Name sales efforts – an industry first.

The ceremonial first name was registered and reserved by Personal Names Limited for the exclusive use of the First Lady, Mrs. Laura Bush, President George W. Bush's wife. Her Dot-Name personal email addresses is [laura@bush.name](mailto:laura@bush.name) and her Dot-Name personal web domain address is [www.laura.bush.name](http://www.laura.bush.name). The President's Dot-Name addresses, [george@bush.name](mailto:george@bush.name) and [www.george.bush.name](http://www.george.bush.name), was registered in early 2002, by the Republican National Committee.

Personal Names Limited will aggressively develop, test and deploy new internet-based marketing creative and techniques for reaching end-using consumers. They will exclusively promote Dot-Name's personalized-portable-permanent email and web domain addresses. Additional online techniques leveraging the unique capabilities of search engines, key word optimization, affiliate marketing, viral marketing and A/B registration flows will provide a complete integrated consumer marketing program and platform. Results and best practices will be shared with all interested Dot-Name registrars.



A well-known Internet luminary, Mr. Hakon Haugnes, will lead Personal Names Limited. Mr. Haugnes pioneered the Dot-Name top level domain and was also a founder of Name Planet. "I'm thrilled to have Hakon leading Personal Names Limited", said Mr. Charles Mancini, CEO of GNR Limited. "He is extremely creative and has a proven track record in developing and implementing marketing programs that deliver results. He grew Name Planet to more than 1.5 million users in less than 18 months, and I'm expecting to see even greater results for Dot-Name."

The potential market is enormous. There are more than 200 million online users in North America, 650 million worldwide, and the number one online application is email. More than 12 billion emails are sent every day and it is projected to grow to 36 billion per day by 2005. With the exception of a lucky few, most individuals have had to settle for a less than satisfactory online identity. Everyone's seen email addresses like 'sam123@aol.com', 'chipdan3@yahoo.com' and 'bdaniels9@hotmail.com'. Dot-Name changes the game allowing them to be 'sam@daniels.name', 'chip@daniels.name' and 'beth@daniels.name'. Using your last name is guaranteed! And it automatically works with every underlying email service provider. What could be easier or simpler to remember! It's your name!

### About Personal Names Limited – [www.personalnames.com](http://www.personalnames.com)

Personal Names Limited is a wholly owned subsidiary of GNR Limited. With extensive experience in offering personalized email and domain names to consumers, Personal Names Limited will market the Dot-Name personalized email and web domain products to consumers worldwide.

### About GNR Limited – [www.gnr.com](http://www.gnr.com)

GNR Limited's principal investors include Carlyle Europe Venture Partners, L.P., Northzone Ventures AS, and Four Seasons Venture AS.

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