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Public Interest Registry Announces 5,000,000 .ORG Domains Registered Worldwide

RESTON, VA – September 13, 2006 - The Public Interest Registry (PIR), managers of the .ORG registry announced today that 5,000,000 .ORG domains are now registered worldwide. The phenomenal growth experienced by the .ORG registry in 2006 reflects the continued increase in awareness, value and use of the .ORG brand, in addition to the success of .ORG registrars internationally.

“This is a significant milestone for the .ORG registry and we are excited that the number of .ORG registrations worldwide has increased by over 25 percent in less than 1 year,” said Edward G. Viltz, President and CEO of PIR. “PIR is especially pleased that the global noncommercial community has an expanding online presence to support their organizational objectives. In addition, commensurate with this growth, the PIR Team is committed to continue expanding our support of the .ORG community on relevant Internet issues and to ensure community interests are represented within the domain name space.”

Beginning in July of 2005, in an effort to increase Internet use by noncommercial organizations globally and promote the .ORG domain, PIR offered .ORG registrars discounts targeting developing regions of the world, including South America, Asia, and Africa. The promotions have resulted in a 50 percent increase in .ORG domain registrations in the targeted regions. In India, where in the fall of 2005, PIR held a series of internet outreach initiatives for noncommercial organizations; growth has reached a 93 percent annual increase. The outreach programs have assisted in further distinguishing .ORG as a global brand within the noncommercial community.

PIR congratulates and thanks all .ORG registrars on their success and contributions to this milestone. In addition, PIR appreciates the support of the .ORG Advisory Council, the Internet community, Afilias Limited, and the Internet Society for their support on this significant accomplishment.

About PIR

Public Interest Registry (<http://www.pir.org>) is a 501(c) (3) not-for-profit corporation created by the Internet Society (ISOC) to manage the .ORG domain. PIR's mission is to manage the .ORG domain in an exemplary manner, while educating and empowering the global non-commercial community to use the Internet more effectively and, concurrently, to take a leadership position among Internet stakeholders on policy and related issues on behalf of the .ORG community. PIR is based in Reston, VA, USA.

About .ORG

The .ORG domain, which has come to be associated with noncommercial activities, is the Internet's third largest “generic” or non-country specific top-level domain with more than 5 million domain names registered worldwide. In 2002, the Internet Corporation for Assigned Names and Numbers (ICANN) Board of Directors selected ISOC's proposal from among 11 organizations bidding to operate the .ORG top-level domain. PIR assumed control of the registry on 1 January 2003.

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