

## Public Interest Registry Launches New .ORG Web Site to Global Audience

**RESTON, VA – August 23, 2005** -- Public Interest Registry (PIR), the .ORG registry, announced today the launch of its redesigned .ORG web site [www.pir.org](http://www.pir.org). The new site focuses on providing the global noncommercial community with the benefits of being online, the tools needed to register a domain and the value of a .ORG domain. The enriched web site is a result of feedback from the international .ORG community and reveals an exclusive global resource *where people go when they need to know*.

"The new robust web site is a reaffirmation of PIR's commitment to the .ORG community and our stakeholders," said Edward G. Viltz, President and CEO of PIR. "Today, we are announcing the 1<sup>st</sup> release of a three phase plan to provide an easy to navigate, interactive, resource rich web site that provides the noncommercial community with an educational overview on the benefits of getting online and being part of the global .ORG community. We are excited about the first phase improvements and the added value the new site makes available to all .ORG users worldwide."

Enhancements to the .ORG web site include a polling mechanism, a resource center and a section that highlights current .ORGs to watch. Visitors to the site are encouraged to submit stories of organizations that take a unique approach in utilizing the .ORG domain to further achieve their objectives. PIR is also pleased to include in the new web site "The World of .ORG," a quarterly publication for the .ORG community. "The World of .ORG" will be a valuable resource focusing on issues that are critical to the .ORG community.

Future improvements to PIR's web site will include integrating technology into [www.pir.org](http://www.pir.org) that will showcase to noncommercial organizations how to utilize the same services and applications within their own web sites.

### **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 noncommercial community to utilize 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, Virginia.

### **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 over 3.8 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 January 1, 2003.

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