

.ORG Users to Benefit from Increased Speed of Service

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New domain name registrations/modifications will be visible within minutes, a key benefit for organizations that rely on Internet visibility

Reston, VA – September 8, 2003 – The Public Interest Registry (PIR) today announced the implementation of a change that enables .ORG names to resolve through web browsers worldwide within 5 minutes, providing a speed enhancement that will significantly benefit .ORG users. This is possible because PIR has completed the final step in switching the publication of its zone file to Afilias Limited, its backend registry services provider. This change will enhance the speed of registration/modification-to-resolution of .ORG names to less than 5 minutes, from the previous average of 12-24 hours.

“Today’s announcement is another significant step in PIR’s commitment to establish a new level of exemplary registry services for our .ORG users internationally. We are now the world’s largest registry to offer registration/modification-to-resolution in less than five minutes. Previously this was an ordeal that took a minimum of 12 hours, often longer. While .ORG is unrestricted, the primary users of .ORG are the members of the non-commercial community. As our customers, the community deserves and will continue to receive leading edge technology and services from PIR,” said Edward G. Viltz, PIR’s President and CEO.

The improved registration/modification-to-resolution time is one of many improvements PIR is making to the .ORG domain to better serve the noncommercial community and all .ORG domain holders. After a smooth transition of the database (with no disruption to customers) from the former registry operator to PIR in January of this year, PIR began the transition from a thin to a thick registry. This will provide .ORG users technical and operational advantages including central registry escrow benefits and centralized Whois information. Another recent improvement was the implementation of the Redemption Grace Period (RGP), which will give .ORG domain holders an additional 30 days to recover their domain name if it is deleted inadvertently. This additional safeguard will help prevent .ORG name holders from accidentally losing their names. PIR will continue to offer innovative new services in an effort to provide superior support and cutting-edge technology.

PIR has also established a global Advisory Council of international leaders in education, policy, technology and the non-profit sector to ensure that PIR is aware of issues facing noncommercial organizations throughout the world. The Advisory Council is actively reviewing services to benefit .ORG users. PIR is also sponsoring a series of training seminars to help staff of global non-profit organizations learn how to effectively use the Internet to build community and attract philanthropic support online. Additionally, PIR is helping fund research on policy areas critical to noncommercial organizations.

ABOUT .ORG

The .ORG top-level domain has come to be associated with noncommercial activities. It is the Internet’s third largest “generic” or non-country specific top-level domain (behind .COM and .NET), housing over 2.8 million domain names worldwide. The .ORG domain is an unrestricted

domain, meaning that any entity or person may register a .ORG domain. PIR's mission is to promote the .ORG domain to noncommercial organizations throughout the world so that they may better use the Internet to outreach to their constituencies. Late last year, the Internet Corporation for Assigned Names and Numbers (ICANN) Board of Directors selected the Internet Society's Public Interest Registry proposal from among 11 organizations bidding to operate the .ORG top-level domain. PIR assumed control of the registry on January 1, 2003.

ABOUT PIR

Public Interest Registry (www.pir.org) is a not-for-profit corporation created by the Internet Society (ISOC) to manage the .ORG top-level domain. PIR's mission is to manage the .ORG domain in a manner that supports the continuing evolution of the Internet as a research, education and communications infrastructure, while educating and empowering the noncommercial community to most effectively utilize the Internet. PIR is based in Reston, Virginia.

For additional information on PIR and the .ORG registry please visit www.pir.org.