



NEWS RELEASE 11/15/12

**Dot Auto LLC announces the launch of autoDOMAINIA, a pre-registration and awareness solution for the new .AUTO gTLD**

Dot Auto LLC announces the launch of autoDOMAINIA, a pre-registration and awareness solution that introduces their applied-for gTLD, .AUTO, to consumers and businesses, worldwide.

Within the next year, the Internet Corporation for Assigned Names and Numbers (ICANN) will introduce hundreds of new, industry-specific Top Level Domains (TLD), such as .AUTO, to the Internet. The .AUTO domain extension will act as an alternative option to .COM or .NET, designed specifically to provide a commerce environment and information exchange network for the automotive industry. .AUTO will assist businesses in creating user friendly access to automotive products, services and information instantaneously through accurate search engine classifications.

Dot Auto LLC is the ONLY applicant to apply for an auto-related TLD that is also an active and valid participant in the automotive industry. Through the creation of autoDOMAINIA, and backed by parent company, Automotix, an authority in the automotive industry, Dot Auto LLC is committed to educating its client base about the benefits of having a .AUTO domain extension while creating awareness among automotive businesses worldwide, and maximizing pre-registration for the auto professional or enthusiast.

By pre-registering for a .AUTO domain name on autoDOMAINIA, automotive retailers and service providers can secure a better, more professional domain name for their business, product, or service. Registrants will be instantly identified as relevant and valuable members of the automotive industry, will stand out among their competitors and appear stronger to online investors; all the while increasing their Search Engine Optimization.

Any Registrant that holds a trademark with the United States Patent and Trademark Office (USPTO), will have priority over any other Registrant to be awarded the applied-for .AUTO domain. Brand and trademark holders should pre-register early to protect their interest.

Dot Auto LLC and Automotix are excited to participate in this new revolution of the Internet. Visit our website at [www.autodomainia.com](http://www.autodomainia.com) to pre-register your .AUTO domain name, today.

For more information:

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