

WHY THE ADULT ENTERTAINMENT INDUSTRY IS ADOPTING A NEW POSITION.

Let's not pretend otherwise.

One of the most frequent uses of the internet is to access adult material. In fact, it's estimated that it accounts for over 10% of all online searches.

We don't have any particular objection to this activity. On the contrary, we're big supporters of it.

We also feel it's high time the adult entertainment industry was recognized for the responsible, proactive stance it's now taking online.

A FEW SEARCHING QUESTIONS How can we prevent children from being inadvertently exposed to adult content online?

How can we ensure willing consumers access adult websites that are safer from malware or spyware?

How do we develop an easy-to-use payment system that everyone can trust?

In other words, how do we create an easily recognizable and identifiable, safe environment where adults are free to enjoy the best in adult entertainment in a relaxed and secure fashion?

ONE SIMPLE ANSWER .XXX is a completely new internet extension specifically for the adult entertainment industry. We believe it will eventually overtake the usual .com and .net web addresses that most adult sites currently use.

Here's why it's such good news for users and the industry alike.

1. .XXX sites will be electronically labeled by MetaCert as adult in nature, which means they can be easily filtered by parents at home, teachers at school or others seeking to avoid adult content.

2. Any site ending in .XXX will be scanned daily for malware and spyware by none other than McAfee® online security.

3. .XXX sites will be able to take secure, age-verified micropayments via a third-party payment service.

4. We will ensure that \$10 for every .XXX domain will go to the International Foundation for Online Responsibility (IFFOR), which supports free expression and industry best practices as well as the development of tools and technologies to protect children online. We take our responsibilities seriously.

SUPPORT, NOT JUST RESPONSIBILITY .XXX believes helping the adult entertainment industry operate responsibly and securely isn't just the right thing to do, but is also good for business.

We will be actively supporting the adult entertainment industry with global marketing campaigns to let everyone know that .XXX is the place to enjoy the highest quality adult entertainment online.

REGISTER BY OCTOBER 28th If you operate an adult site online, now's the time to register a .XXX domain. Between September 7th and October 28th, 2011, you can register your names before they go on general sale. Likewise, if you own a non-adult brand, you can apply to prevent it from being registered in .XXX for a small one-time fee.

For more information, go to www.about.xxx. Register your domain name with your usual registrar such as GoDaddy® or Domainmonster, or any of the others listed on our website.

Discover how .XXX is the most desirable thing to happen to online adult entertainment in a long time.

www.about.xxx



COMING NOW.