

## **Sunrise Registration Opens for .BANK Domains for Eligible Organizations Registered in ICANN’s Trademark Clearinghouse**

### ***General Availability for Global Banking Community Starts June 24<sup>th</sup>***

**WASHINGTON, D.C. – May 14, 2015** - fTLD Registry Services today announced the start of the “sunrise” registration period for new .BANK web addresses, beginning a five-week countdown towards general availability for all eligible members of the global banking community. Sunrise runs from 00:00:00 UTC on May 18, 2015 (or 8:00 PM EDT on May 17, 2015) to June 17, 2015.

During sunrise, eligible members of the global banking community that have registered their trademark in ICANN’s Trademark Clearinghouse (TMCH) may register .BANK domains for those trademarks. Following the .BANK sunrise registration period, the .BANK domain roll out will transition to its general availability period. On June 24, 2015, all eligible members of the global banking community will be able to register .BANK domains.

“Sunrise gets the ball rolling and brings .BANK to life for those banks that have registered their marks in the TMCH,” said Craig Schwartz, managing director of fTLD Registry Services. “It is also a reminder for most members of the global banking community to mark their calendars for June 24th when registration is open to all banks.”

There is no limit on how many .BANK domains a bank may register for its trademarks, trade names and service marks. .BANK domain names will be available on a first-come, first-served basis and must be registered through an fTLD-approved registrar.

Symantec, a global leader in security and verifying the authenticity of organizations, adds a layer of trust to .BANK by verifying the eligibility of organizations requesting .BANK domain names. The 7-point verification process includes security confirmation and credentials checks.

“Authentication and verification adds an important trust factor to .BANK domains,” said Geoffrey W. Noakes, senior director, business development, Symantec Corporation. “Banks, bank customers and regulators will have a higher level of trust that communications they receive from .BANK domains are authentic.”

“In addition, all .BANK domains will meet enhanced security requirements that are not required for other domains,” said Schwartz.

The enhanced security requirements include the use of Domain Name System Security Extensions (DNSSEC) to ensure that Internet users are landing on participants’ actual websites and not being misdirected to malicious ones; email authentication to mitigate spoofing, phishing and other malicious activities propagated through emails to unsuspecting users; and strong encryption to ensure the security of communications over the Internet.

"Fifth Third Bank's top priority is the security of our customers’ information, and we view this new domain built by and for our industry as an important channel to continue that mission," said Kevin Kabat, CEO of Fifth Third Bank. ".BANK is a platform that can provide our customers with increased security and safety standards that will help keep their sensitive information safe from the cybersecurity issues that continue to threaten businesses around the world. We see the implementation of .BANK as another important step forward as the banking industry works to increase protection for customers."

For more information on .BANK visit [www.ftld.com](http://www.ftld.com) and [www.register.bank](http://www.register.bank)

### **About .BANK**

.BANK is a new top-level domain developed by and for the global banking community. It is a trusted, verified and more secure location on the Internet for the banking industry and the customers it serves. fTLD Registry Services, an organization established in 2011 by a coalition of banks, insurance companies and financial services trade associations from around the world, manages the .BANK domain. For more information, visit [www.ftld.com](http://www.ftld.com).

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