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FTLD Registry to Operate .bank *Contract Signed with ICANN*

WASHINGTON - FTLD Registry Services, LLC (FTLD) has signed a contract with the Internet Corporation for Assigned Names and Numbers (ICANN) to operate the “.bank” generic top-level domain. FTLD, which submitted a community-based application to ICANN in May 2012, anticipates “.bank” will be available in mid-2015.

“This major milestone will allow us to move forward with our community initiative to enhance consumer trust in the online financial services ecosystem,” said Craig Schwartz, managing director of FTLD. “The new domain will be operated in a highly restrictive manner inclusive of strict eligibility requirements.”

FTLD, with the support of banks, insurance companies and financial services trade associations from around the world, was formed in 2011 when it became clear that ICANN would accept applications for financial top-level domains. FTLD’s “.bank” will have enhanced security requirements and all applicants will be verified as a legitimate member of the banking community before any names are awarded and available on the Internet. The new domain will help prevent users from being redirected to fake bank websites and make it more difficult for criminals to create spoofed e-mails from a “.bank” domain.

FTLD will operate “.bank” to serve and protect financial institutions, their customers and Internet users.

“We see a tremendous opportunity with ‘.bank’ to serve as a platform for innovation in banking services and securing the right to operate this top-level domain is the first step necessary to translate the community’s interests and hard work into the reality,” said Schwartz.

FTLD’s application to operate .insurance is currently pending. For information about FTLD, please visit www.ftld.com and see our [FAQ](#).

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fTLD Registry Services, LLC's mission is to secure and operate generic top-level domains to enable verified members of the banking and insurance communities to meet their security, technology and business needs arising from ICANN's introduction of new gTLDs. fTLD is owned, operated and governed by members of the global banking and insurance communities. Learn more at www.ftld.com.