



For Immediate Release

Online Survivor: Tropical Palau Hosts TV Show And Private Internet Oasis For Fans

PW Registry's www.survivorpw.pw Offers Free Private, Personal, Portable Web Addresses To Fans; Chance To Email Reality TV Show's Contestants

PALAU and **BOSTON**, February 16, 2005 - The little-known Pacific island nation of Palau is days away from being thrust into the global spotlight as the backdrop for CBS's new season of the reality TV show, *Survivor*. Ironically, on the other side of the world in snowy New England, the Trustee of Palau's Internet is set to capitalize on this fame and alleviate growing consumer concerns over privacy through an online oasis dedicated to fans of the show, www.survivorpw.pw.

Like the island, the Internet domain for Palau, .pw, offers an unspoiled environment. It also serves as the name for PW Registry, a company whose technology maximizes the uncluttered setting to deliver the "Four P's" of a blissful Internet life – personalized email, permanent and portable online identities, and privacy that is virtually spam-free. Additionally, PW Registry hosts Community Domains; online watering-holes where individuals with a shared interest can enjoy such benefits and...commune.

Not only is PW Registry offering *Survivor* fans these features for free, it's providing them with the possibility to communicate with show contestants.

"Contestants have been provided with a personal .pw email address," said Tom Barrett, president of PW Registry. "Fans can look up an address, send an email, and who knows, perhaps get a response. We'll do our best to deliver the message, but ultimately, it's the contestant's choice to respond. After all, PW also stands for 'privacy web.'"

By offering to deliver fan mail, PW Registry is hoping consumers will sign up for their own customized email, such as johnsmith@survivorpw.pw, and get hooked on the Palauan spam-free experience. If all goes according to plan, PW Registry will also become a popular destination for individuals, other fan groups and community activists. While offering many benefits to consumers, PW Registry can be used as a powerful tool for businesses interested in social networking, virtual communities and fundraising.

PW Registry's process for providing "The Four P's" is simple. Users enter a desired email domain into a browser, ending it with .pw (such as "survivorpw.pw"). An input box then enables them to select what comes before the "@" to complete the email address. Because Palau offers an untapped Internet environment, options for creating a meaningful email addresses are endless. PW Registry also offers 100 percent of the world's last names (john@smith.pw), hometowns (johnsmith@boston.pw) and team mascots (johnsmith@redsox.pw) as email domains.

The .pw identity also overcomes long-standing permanence issues. Typically, when users change ISPs, they must re-establish a new email identify elsewhere. PW Registry offers portability, enabling users to maintain their email address regardless of the ISP. The company also blocks

spam at the Internet's root, bucking conventional wisdom that it should be filtered from a PC or Internet server. PW Registry's servers halt messages before they leave the spammer, never allowing them to reach the end-user or even their ISP.

The business potential of PW Registry also holds promise. The company allows organizations and individuals to sponsor online communities of customers, fans, shareholders, suppliers and affinity groups. For a person seeking a second or part-time income, sponsorship could entail the creation of a flourishing online community. As is the case with similar online reselling arrangements, a percentage of all such user purchases could then be given to the sponsor.

PW Registry is also applying the model to grassroots fundraising for charitable and non-profit organizations. Through PW Registry, a local Little League team could sell a meaningful email address such as john@bostonbaseball.pw as easily as a box of candy. All the while a community would grow, enabling the sponsor to raise additional funds from area sporting goods suppliers, pizza parlors -- any business interested in reaching a receptive audience of baseball-playing-pizza-eating families.

Barrett is considered an expert in Internet domain name issues and has lead several companies involved in domain name registration. He is also currently the CEO of EnCirca, a registrar accredited by ICANN, and, has spearheaded other extensions such as dot.pro for licensed professionals including engineers and lawyers.

Most importantly, Barrett takes his role as trustee of the .pw domain seriously. Part of the domain is reserved for Palau's population, marking the first time businesses and citizens of the nation are able to use .pw as their Internet address. Since learning of the island and forming a partnership with its government, Barrett has explored ways to leverage the .pw domain in hopes of creating programs to foster entrepreneurialism in the youth of Palau.

Yet, Barrett is not content for his company to simply "survive." With the attention generated by the *Survivor* reality TV show, both PW Registry and Palau are poised to flourish. And while the snow may be swirling around Barrett's New England home, he senses business in his online Garden of Eden may soon be as hot as a tropical beach.

For Barrett and PW Registry, the blizzard could just be starting.

About PW Registry Corporation

As public trustee of the .pw domain, PW Registry Corporation is responsible for protecting the public's interest in the management and administration of the Internet's first domain extension devoted to consumer privacy. .pw works throughout the global Internet without change to the existing technical infrastructure. For more information, see <http://www.pwregistry.pw>.

Contact:

Marty Querzoli
Topaz Partners
781-388-7900, ext. 212
mquerzoli@topazpartners.com

Thomas Barrett
PW Registry Corporation
781-492-1315
info@pwregistry.pw