

Leap Month February Delivers Solid .CLUB Premium Name Sales EJEE, GoDaddy, Sedo and Chengdu West Lead for a Total of \$89,236.65

The registrar channel proved strong in February for .CLUB premium name sales. With no auctions held during the short month, 17 different registrars and Sedo contributed to a very respectable Premium Name Sales total of **\$89,236.65**.

This brings the total cumulative premium name sales for .CLUB to **\$3,629,874.44**.

During the month of February 2016 there were 384 premium names sold. The bulk of the sales were tiered premium names sold through the registrar channel, with 6 names sold by Sedo in their marketplace. China continues to be a strong contributor and leads in volume with Chengdu West selling 172 names and EJEE selling 157.

The highest single .CLUB sale to date remains Wine.club at \$140,000.00. The highest individual sale in February was \$5,691.66 for the name Gear.club, sold by the Registrar Gandi.

We introduced our tiered premium names to the registrar channel on July 1, 2015 and the registrar channel continues to be an active source of premium name sales for .CLUB. A list of participating registrars is available [here](#). To download a list of the tiered premium names available through the registrar channel on a first come, first served basis, [click here](#). The tiered premium names available through the registrar channel are names priced up to \$10,000. Higher value names are available through Sedo.com, Afternic.com, Right of the Dot, and at Startup.club.

There were only 1,470 three-character .CLUB names still available for registration as of February 25th (a list of all available tiered premium names is updated periodically [here](#).)

This report reflects all public registry reserved premium name sales that occurred and closed during the month of February 2016. Due to the volume of names sold during the month we are not going to list each individual sale.

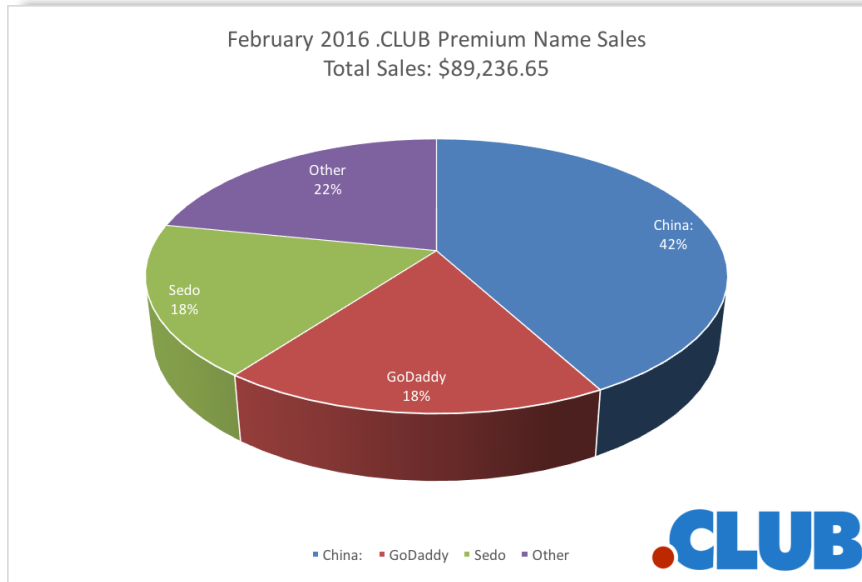
FEBRUARY 2016 – OVERVIEW

In February, we ended the month with 34 registrars participating in our tiered premium names program via EPP.

During the month of February 384 premium .Club domains were sold by 18 different sources. Chinese Registrar Chengdu West led in names with 172 sales totaling \$12,093.85. Chinese Registrar EJEE was second in total names and led sales with \$21,297.47. GoDaddy followed with 18 sales totaling \$16,229.82. Sedo had 6 sales totaling \$16,010. Enom had 5 sales; both NameCheap and Name.com had 4 sales; PDR and RUCenter had 3 sales each; Network Solutions, OVH and Uniregistrar had 2 sales each while 1API, NameSilo, United Domains, PSI, Regtime and Gandi all had 1 sale.

The retail prices paid for the registrar tiered premium sales ranged from \$63.86 to \$5,691.66. Total premium name sales for the month were **\$89,236.65**.

In February, Chinese Registrars accounted for approximately 42% of all premium name sales. GoDaddy and Sedo each accounted for 18%.



CONCLUSION

Premium sales through the registrar channel continue to be solid for .CLUB names, and the expansion of our tiered premium program to include registrars in China, such as EJEE and Chengdu West, continues to make a meaningful contribution.

While demand from China for numeric and letter combinations continues, we are very pleased to see sales coming from a growing number of registrars and territories. Below are the names sold in February at prices of \$1,000 or more, accounting for \$54,931.45 or 62% of total February sales.

Domain	Retail Price	Sale Source
GEAR.CLUB	\$5,691.66	Gandi SAS
SMILE.CLUB	\$5,016.50	1API GmbH
BBB.CLUB	\$5,000.00	Sedo
CUB.CLUB	\$4,999.99	GoDaddy.com, Inc.
RRR.CLUB	\$3,000.00	Sedo
DINO.CLUB	\$2,662.30	RU-CENTER
DDD.CLUB	\$2,010.00	Sedo

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XIN.CLUB	\$2,000.00	EJEE Group Holdings Limited
ZAO.CLUB	\$2,000.00	EJEE Group Holdings Limited
BEATS.CLUB	\$2,000.00	PSI USA
VVV.CLUB	\$2,000.00	Sedo
JJJ.CLUB	\$2,000.00	Sedo
REX.CLUB	\$2,000.00	Sedo
TRANSPORTATION.CLUB	\$1,999.99	GoDaddy.com, Inc.
ARCADIA.CLUB	\$1,999.99	GoDaddy.com, Inc.
JUNIOR.CLUB	\$1,999.99	GoDaddy.com, Inc.
SPHERE.CLUB	\$1,999.99	GoDaddy.com, Inc.
PRIMAVERA.CLUB	\$1,760.06	Name.com
JOINT.CLUB	\$1,691.00	eNom, Inc.
ILLIMITE.CLUB	\$1,100.00	OVH SARL
BREAKFREE.CLUB	\$999.99	GoDaddy.com, Inc.
SELFDIRECTED.CLUB	\$999.99	GoDaddy.com, Inc.

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