

NOVARA WINS IEDR'S FIRST ANNUAL ACHIEVEMENT AWARD

Wednesday, 4th May, 2005: The .ie Domain Registry (IEDR) has awarded its inaugural Annual Achievement Award to Novara.ie, one of Ireland's leading domain registration and web hosting companies. This award, a perpetual trophy and a cheque for €5,000 is presented to the customer who makes a significant contribution to the growth and development of .ie in a year. Novara.ie was chosen for 2004 because it generated significant growth in .ie domain registrations, while also improving service to their .ie customers with the development of an automated customer interface - .ieXpress.



Pictured at the presentation of the Annual Achievement Award to Novara.ie are (from left) David Curtin CEO IEDR, Noel Dempsey, Minister for Communications, Marine and Natural Resources, Eoin Costello, CEO Novara, and Jim Joyce, IEDR Company Secretary

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Novara has an excellent track record for .ie domain registrations and is rarely outside the top two customers in Ireland in terms of new monthly .ie domain registrations. Since the introduction of its innovative automated processing system (.ieXpress) in June 2004 there has been an increase of 55% in their average number of new registrations per month, compared to the same time period last year. Novara's market share of new .ie registrations has increased to 14%, a significant increase since the introduction of .ieXpress – and a dramatic improvement in such a short period.

As the Registry continues to automate its processes and significantly reduce the paperwork required for new .ie registrations, Novara has leveraged these improvements by developing .ieXpress.

The presentation of this award follows the announcement last week of the IEDR's results which showed an increase in .ie registrations of 32% in 2004 to over 43,000.

Commenting at the presentation, David Curtin, Chief Executive, IEDR said: "Novara has made a significant contribution to the development of .ie. They are also to be commended for the development of .ieXpress, the first commercially available completely automated .ie domain processing and tracking application in the Irish market."

Presenting the Award, Noel Dempsey T. D., Minister for Communications, Marine and Natural Resources said: "I am delighted to present the IEDR's inaugural Annual Achievement Award to Novara.ie for their significant contribution to the development of .ie. With almost 47,000 registrations to date .ie is a vital national resource, a leading facilitator of e-commerce in Ireland as well as a source of knowledge and information on social and education projects for the local internet community."

Editors' Note:

IEDR

The IEDR is the company responsible for managing the registration and administration of .ie internet addresses (domains). It operates a network of 10 nameservers which provides all DNS resolution for .ie domains names.

Note - The Domain Name System (DNS) is one of the most important services on the internet, as it provides the means to map easy-to-remember internet addresses (eg www.iedr.ie) to unwieldy IP addresses (eg 213.190.149.206). IP is the common language that all devices on the internet must speak. As the telephone system has phone numbers, and the postal service uses physical addresses and postcodes, so the internet relies on IP addresses to uniquely identify each device on the internet.

The IEDR is a “Managed Registry” which means that there are rules and procedures governing the registration of .ie domain names. New applications are reviewed to ensure compliance with the terms and conditions of registration, for example, IEDR will verify an applicant company’s registered number with the CRO, or its patent reference number with international databases. This contrasts with .com where there is no human regulation, and the domain applied for will be automatically registered – once the name is available.

The IEDR is an independent not-for-profit private company, limited by guarantee. It has no shareholders, so the payment of dividends does not arise and profits/losses are taken to reserves.

NOVARA.ie

Established 5 years ago Novara.ie (www.novara.ie) has grown rapidly to become one of Ireland's largest domain registration and web hosting companies. The RIPE accredited company provides registration, hosting and managed services to Irish corporates and organisations. The company has a high profile client list including:

- ESB Ltd
- Jurys Doyle Hotel Group
- Educational Building Society
- Department of Agriculture
- Webtrade
- 98FM
- Moneymate
- The Courts Service

Novara.ie also won the Dublin City Enterprise Board award for Enterprise in 2004. It launched Ireland's first fully automated .ie domain name processing system, the .ieXpress in 2004.