.law

FOR IMMEDIATE RELEASE:
October 11, 2016

CONTACT:
Jill Goodkind
Jill@mmx.law; 646-234-3022

.LAW’S SUCCESSFUL FIRST YEAR MARKED BY STRONG SALES AND ACTIVE ADOPTION
HUNDREDS OF NEW .LAW SITES ALREADY LIVE AND DRIVING BUSINESS

The State Bar of Texas, With 100,000 Members, is The Latest Legal Organization to Partner with .Law

(October 11, 2016)—Minds + Machines Group Limited (LSE:MMX), the owner of the “.law” top-level domain, today announced that since launching a year ago, .law has registered more than 6,000 first-choice and premium .law domain names with hundreds of unique .law sites already live and many more in the planning stages.

.law, which is distinguished by its verification and eligibility standards, entered into general availability on October 19, 2015. Only lawyers who are licensed to practice law or accredited legal institutions may register a .law domain name. Registrations include AmLaw 100 law firms, national litigation firms, legal associations, legal media outlets and legal tech businesses, as well as regional law firms and individual lawyers.

Adoption
“When .law was introduced, the goal was to establish a distinct and trusted domain, like .edu or .gov, for lawyers to grow their brands online. It looks like we are well on the way,” said Lou Andreozzi, CEO of Dot Law, Inc. “We’re already seeing large numbers of active .law websites ranging from large international law firm Eversheds.law to regional firms such as Feldman.law. It is particularly exciting to see the creative use of .law domains as the legal community becomes ever more adept at using the Internet to drive branding and business.”

From topical blogs to online legal products to category-defining practice areas, examples of .law domain sites include:

- **Brexit.law**
  Brick Court Chambers
  One of the leading sets of barristers’ chambers in the UK, Brick Court Chambers practises in Commercial, EU/Competition and Public Law. They established Brexit.law as a blog to keep clients up-to-date on issues arising from Brexit, the referendum vote in favor of the UK’s withdrawal from the European Union.

- **Aviation.law**
  Kreindler & Kreindler LLP
  One of the largest and most successful aviation accident law firms in the world, Kreindler launched Aviation.law to stand out as a trusted and reliable resource in a crowded and often challenging online environment.

- **MediaWrites.law**
  Bird & Bird
  Top-tier international law firm Bird & Bird, with more than 1,200 lawyers in 28 offices, is known for its depth of knowledge and creative approach to delivering services. The firm’s International Media Group launched MediaWrites.law, a sharp mix of media industry news with a legal edge for their clients around the world.

- **TopForm.law**
  Fastcase
  Innovative legal publisher Fastcase, with 800,000 subscribers around the world, is a leading next-generation legal research service. The company is about to launch TopForm Web, the online version of their popular TopForm bankruptcy filing software at TopForm.law, to provide even more convenience and speed for clients.

**Strategic Partnerships – Leading Legal and Bar Organizations**

.law is also expanding strategic partnerships with leading bar organizations. The State Bar of Texas, one of the largest in the country with nearly 100,000 active members, is the latest bar organization to provide access to the new domain names as part of their membership benefits. The State Bar of Texas, an administrative agency of the Supreme Court of
Texas, joins such prestigious legal organizations as the Florida Bar, the organization of all lawyers licensed by the Supreme Court of Florida to practice law in the state.

“As the second largest bar group in the country in terms of active lawyers, the State Bar of Texas serves a wide range of lawyers with diverse practice needs. A .law domain is the type of innovative legal benefit that we are happy to offer our membership as part of our commitment to help them in their professional life,” said Cory Squires, Director of Research and Analysis, State Bar of Texas.

In addition to Texas and Florida, two of the largest State Bars in the country, .law has developed strategic partnerships with a range of professional legal organizations including DRI-The Voice of the Defense Bar; the American Association for Justice; and many other firms, organizations, and individuals.

About .law
.law is a restricted top-level domain (TLD) that aims to promote trust in the professional legal community by creating exclusive online spaces in which lawyers can present themselves in a distinctive and memorable manner. Only qualified lawyers and legal institutions are eligible to secure a .law domain name. For full eligibility criteria, please see the .law and .abogado Eligibility Policy. More information on .law is available at join.law.

About MMX
Minds + Machines Group Limited (LSE:MMX) is the owner and operator of a world class portfolio of top-level domain assets (gTLDs). As a sales and marketing-led registry business, we are focused on commercializing our portfolio in partnership with our expanding global network of distribution partners.

The MMX portfolio is currently focused around geographic domains (e.g. .london, .boston, .miami, .bayern), professional occupations (e.g. .law, .abogado, and .dds), consumer interests (e.g. .fashion, .wedding, .vip), lifestyle (e.g. .fit, .surf, .yoga), outdoor activities (e.g. .fishing, .garden, .horse) and generic names such as .work and .casa. As a business, we work through our expanding international network of registrars and distribution partners to bring the benefits of affinity based domain addresses to B2B and consumer audiences. For more information on MMX, please visit www.mmx.co.

####