

★ **mmx** PRESENTS ★

ON AVERAGE,  
THERE'S A

**65%** REDUCTION ACROSS  
ALL RELEASED NAMES

WE'VE  
CALCULATED

**\$145M** WORTH OF SAVINGS AT  
CHECKOUT ACROSS ALL NAMES

THERE'S A  
WHOPPING

**\$80M** OF ESTIBOT ESTIMATED VALUE  
ON STANDARD PRICED NAMES

IN  
TOTAL

**827K** NAMES ARE  
BEING REDUCED

725K NAMES ARE MOVING TO STANDARD PRICING

17.5K 1 AND 2 CHARACTER NAMES NOW AVAILABLE TO BUY

3.5K NAMES RELEASED

VALUED BY ESTIBOT TO BE WORTH OVER \$2500

YOU'LL FIND EVEN MORE VALUE IN THE 67.5K NAMES

VALUED BETWEEN \$250 AND \$2499 BY ESTIBOT

**THE  
GREAT  
RELEASE**

FIND YOUR PERFECT DOMAIN AT  
[MMX.CO/THE-GREAT-RELEASE](https://mmx.co/the-great-release)

## ON APRIL 23RD MMX'S GREAT RELEASE WILL MOVE OVER 725,4000 PREMIUM NAKMES TO STANFDARD PRICE WITH AN ESTIBOT VALUE OF \$80M.

YOU CAN VIEW THE NAMES AT [MMX.CO/THE-GREAT-RELEASE](https://mmx.co/the-great-release).

A lot has happened since we launched our first TLDs back in 2014. No one could have foreseen the impact that a Global pandemic would have on how businesses and individuals interact online. Even the most traditional bricks and mortar businesses and services are moving into the online world to better connect with their customers and markets. That shift always starts with a domain name and finding the right one is becoming even more critical and difficult.

At MMX, we are proud of the part we play in getting people online, and every time we see a new site launched on one of our TLDs, it brings a certain amount of joy to us. We love seeing our TLDs in action, whether it's a Formula 1 car crossing the finishing line in first place with a dotFASHION domain plastered all over it or a yoga studio just outside of Munich launching classes online through their unique dotYOGA domain. Each new use reinforces that descriptive domains play an essential role in letting users know what content they'll find when they navigate to URL's.

In any TLD space, there will be names that carry a higher value than others. Back in 2014, MMX created premium domain tiers to reflect that value. Over the past year, we've been inundated with requests to purchase premium domains as well as names the registry had reserved for exceptional use cases. Our premium pricing meant these domains were too expensive for some businesses to use in some cases. That got us thinking, and we decided to review all our premium inventory which hasn't changed since 2014.

Over the last few months, we've painstakingly assessed over 820,000 domains across 26 of our TLDs. The result of this work means some significant changes in the way we assign pricing to our inventory, and we are excited to announce The Great Release.

The Great Release moves 725,000 premium names to our standard pricing, if you are a yoga studio in Delaware that always wanted delaware.yoga the excellent news is that we've reduced the wholesale price on that name by over 90%. You'll be able to buy it at your favourite registrar at standard pricing from the 23rd April. If you can't wait, it's available now at its' current price.

To help you find the perfect MMX domain, we have launched the Great Release database online that you can use to search by string, TLD, pricing and courtesy of our friends at Estibot, an estimated value of the name. This resource is available at [mmx.co/the-great-release](https://mmx.co/the-great-release); in there, you'll find domains like weather.miami with an Estibot value of \$25,000 that is available to buy right now or in April at the standard registration fee. You'll also be able to download the entire list, which should be beneficial for portfolio registrants looking to add to their holdings.

All of our reserved and previously unavailable inventory has been included in the Great Release, meaning every domain is available to register. Some domains still carry a premium price, but we've simplified our pricing and added inventory to aftermarket platforms with affordable buy it now prices.

# THE GREAT RELEASE

FIND YOUR PERFECT DOMAIN AT [MMX.CO/THE-GREAT-RELEASE](https://mmx.co/the-great-release)