



.NU Domain Recruits Director of Marketing From the Swedish Domain Name Industry

.NU Domain have recruited Lars-Göran Forsberg for the position director of marketing. For the last six years he has held the position as registrar manager at the Swedish web hosting company Loopia, where he has been a part of building Sweden's largest domain name registrar.

The Swedish market is very interesting for us as the .NU domain has a unique and creative advantage in that region, as the word "NU" actually translates into "Now" in Swedish. Because of that the decision to employ LG was easy to make, especially in regards to his expertise in the area say's .NU Domain's President, Bill Semich.

.NU has established a natural place among the top level domains popular in the Nordic region because of its ability to create interesting and easy to remember names. You can see this for yourself in the many campaign's and blogs using the domain name to relay their message, say .NU Domain's director of marketing, Lars-Göran Forsberg.

Being given the chance to work with a product that has, without direct marketing, taken a significant share of the Swedish domain name sales, gained a high level of brand acknowledgement with the general public and attracted several of the worlds largest domain registrars is exciting and I'm looking forward to the challenge, Lars-Göran adds.

For more information, contact:

Lars-Göran Forsberg, Director of marketing, .NU Domain, +46.73 630 74 94, lg@nic.nu

.NU Domain is the third largest top level domain registry in Sweden. The company is privately held and does business in Sweden, USA and on the island of Niue. Since the launch in 1997 they have been involved in several technical innovations such as internationalized domain names and services such as Spellguard and Flexnames. .NU Domain has more then 200 000 registered domain names with most of the registrants being Swedish citizens. For more information, visit <http://www.nic.nu>.

Lars-Göran Forsberg has been working with development and marketing of domain names related services during the last six years. He has been involved in innovations such as LoopiaDNS, Swedens largest DNS-service with more then 500000 domain names in use. He has also been an active supporter of new standards such as DNSSEC and IPv6 through lectures and articles where he spreads the word about the necessity of these standards to secure the future of the internet.