

# the first lgbt certified seller of domain names

**pridelife** takes pride in **promoting diversity** within the newly expanded domain name eco-system of the Internet. New domains celebrating diversity make it possible for you to find a quality domain that **helps differentiate** your business and **break through the clutter** online.

Just imagine having a domain name that **grabs attention**, is **easy to remember** and that **relates to your business**. With over 25 million new name registrations since 2016, domains targeting diverse segments are among the most desirable and **untapped opportunities** for consideration.



DOMAINS WITH DIVERSITY

**pridelife**

DOMAIN NAME  
SALES & SERVICES

MARKETING FOR  
DIVERSE DOMAINS

INITIATIVES THAT  
CONNECT DIVERSE  
COMMUNITIES





## what makes pridelife unique?

- > We are the first and only LGBT certified registrar in the world
- > We prioritize the promotion of domains that add diversity to the Internet
- > We go the extra mile to make your domain name work harder for you, adding value with innovative marketing initiatives



# .LGBT

## key selling points of .lgbt

- > Strong diversity marker to be visible on the Internet
- > Represents community, commerce and activism rolled into one
- > Relatable term and universally recognized
- > Helps you stand out from the clutter in domain names
- > Frames the perfect LGBT-friendly doorway to your business
- > Speaks directly to the LGBT market
- > It's just cool, **so get one!**



## key selling points of .gay

- > Distinctive digital space launched in September 2020
- > Dedicated to connecting and celebrating LGBTQ+ communities & allies
- > New medium for LGBTQ visibility, positivity and support
- > 20% of all new registration revenue supports LGBTQ nonprofits



Expect more from your domain name, and put your money where your mouth is to support diversity on the Internet.

**Be bold.**  
**Stand out.**  
**Empower your diversity.**

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