

International brands to debate online reputation management

London, 21 June, 2007 – NetNames is hosting a Think Tank discussion in July with experts from Unilever, De Beers and Addleshaw Goddard amongst the delegates due to debate “Reputation 2.0 – the evolution of online brand protection.”

As the total number of Internet users in the world reaches 1 billion, the past year has brought with it many online threats for marketers and brand owners. As user-generated content, blogs and social networking sites continue to grow rapidly in popularity, a brands' reputation online is just as important (if not more so) as its offline reputation. However, many leading businesses are still leaving themselves dangerously exposed despite the fact that implementing a programme to protect a company's online assets needn't be complex.

The Think Tank will take place in central London on 25th July 2007, featuring leading brands, lawyers social media commentators, and media correspondents.

About NetNames

NetNames is part of London listed Group NBT plc (LSE: NBT). Through its industry leading domain name management service, NetNames Platinum Service, the company is responsible for managing and protecting online brands for international corporates, including in excess of 30% of the FTSE 100. Following the acquisition of Ascio Technologies in January 2007 NetNames became Europe's largest domain name management specialist.

NetNames is an ICANN Accredited Registrar with the ability to register domain names in all available suffixes worldwide. The company is headquartered in London, with offices in New York, Nice, Munich, Madrid, Copenhagen, Zurich and Oslo. For further information, visit www.netnames.com.