



# Fact Sheet

## What is .Coop?

.Coop is a new top-level Internet domain (TLD) exclusively for cooperatives. It was approved, along with six other new TLDs, by the Internet Corporation for Assigned Names and Numbers in November 2000. .Coop went live on the Internet in January 2002.

## Why .Coop?

.Coop provides cooperatives with distinct competitive advantages. By registering names within the new domain, cooperatives can

- Differentiate their businesses from a sea of .coms and add value to their web site
- Gain from the consumer trust cooperatives have built over the last 100 years
- Register for the meaningful, memorable Internet addresses that weren't available under .com
- Increase their Internet exposure and web site traffic by using multiple names to point to their site

## Who is Eligible?

Only cooperatives, cooperative support organizations, and businesses owned by cooperatives are eligible to register.

## How is Eligibility Verified?

Though all cooperatives follow seven cooperative principles, the structure and legal definitions of cooperatives vary around the globe. To account for that, dotCoop will work with country and regional cooperative membership organizations to verify eligibility.

Registrants will be asked to identify two cooperative organizations to which they belong or which may be able to affirm their cooperative status. Some registrants will be verified automatically by the system while others may be asked to submit additional documentation.

## Who Operates .Coop?

**dotCoop**, a wholly owned subsidiary of the Washington, D.C.-based **National Cooperative Business Association (NCBA)** is the sponsor of the domain. Technical registry services are provided by **Midcounties Co-operative Domains**, a wholly-owned subsidiary of the Midcounties Co-operative Society with headquarters in Oxford, UK.

## Where Do You Register a .coop Domain?

.Coop is registered and operates like all other domains. For a list of current registrars that offer the .coop domain, go to [www.coop](http://www.coop) for a list.