

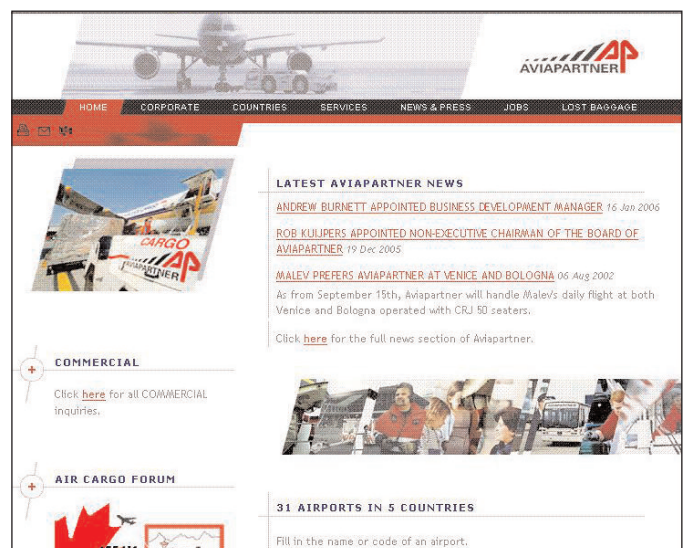
Aviapartner

Belgium-based Aviapartner is one of Europe's leading independent ground handlers, delivering a wide range of services at 32 airports in Belgium, France, Germany, the Netherlands, Italy and Switzerland. With more than 4,800 staff, the company deals with more than 250 airlines and almost 20 million passengers a year, as well as some 770,000 tons of cargo.

In line with its policy of being proactive and innovative in using IT to create more effective business, the company has focused all Internet traffic through Aviapartner.aero, including the redirection of all traffic directed at its .com and .be domains. All communications between the company and its many stakeholders is now branded with .aero, from marketing collateral to exhibition stands, internal/external correspondence to press releases.

"The decision to use .aero as our primary domain was driven by our focus on the aviation industry," according to Aviapartner Communications Manager Christine Karels. "It is helping us to increase visibility and offers a platform for enhanced domain security and stability. The reaction from customers has been entirely positive." Aviapartner covers the full range of airport services – including passenger and baggage handling, ticketing, cargo and mail handling, ramp services, aircraft servicing and maintenance, flight operations and crew administration, load control and communications, surface transport of passengers and crews, operation of airport lounges, catering and security services, and executive aviation services.

For more information about Aviapartner visit www.aviapartner.aero.



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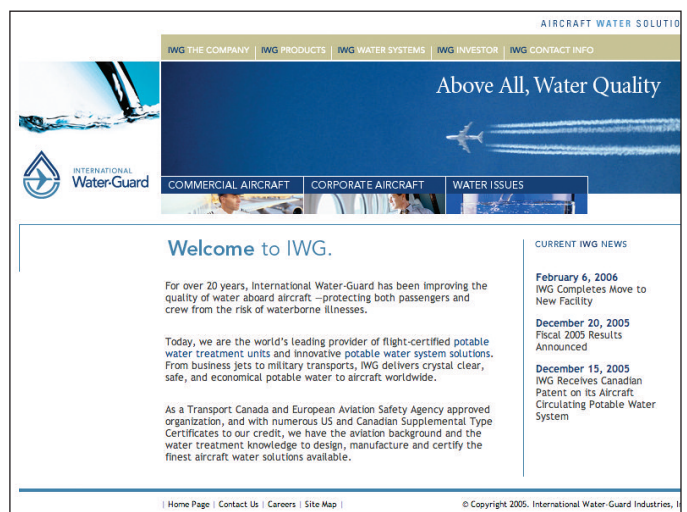
International Water-Guard Industries

International Water-Guard Industries Inc (IWG) is a Canadian aerospace company focusing on aircraft potable water treatment and full water system solutions.

The company claims "expertise in all aspects of water treatment, with the products and know-how to provide high quality water for passengers and crew, and light weight, space saving solutions for the aircraft operator".

In October 2005, the company affirmed its new focus as an all-aerospace company by launching a corporate identity based on an immediately memorable domain name – www.water.aero. To back the change, a new logo, website and promotional material were also produced.

"A re-branding program like this is a major project, and one which we undertook for very specific reasons," said IWG President and CEO David Fox. "Chief among them was the fact that IWG had been through a dramatic renewal process. We are now solely focused on the aerospace market, we have continued to develop our highly skilled aerospace team, and we are presenting our technology to airlines, as well as corporate and VIP aviation. We worked very carefully with our designers to choose a corporate image that expressed those changes, and are confident in the results".



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National Air Transportation Association

When NATA decided to launch a new website, they also recognized the importance of a clearer identification with the air transport community. The previous domain name – www.nata-online.org (nata.org was not available – it's the National Athletic Trainer's Association) was replaced by the more logical www.nata.aero.

The makeover was part of a strategic move to create a more user-friendly homepage and some sections that are password-protected and accessible only by NATA members.

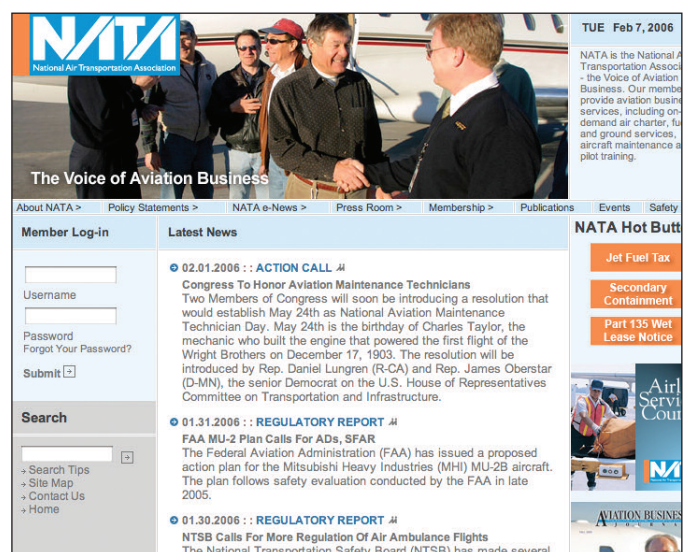
The new Website includes an expanded Press Room with biographies and pictures of key NATA staff, a NATA fact sheet, statistical information on the industry and archived press releases. A Members Center includes membership application, member directory and list of NATA member services.

"There are literally thousands of business organizations based around Washington DC," commented NATA's Communications Director Dan Kidder. "We needed to ensure that both our website and our domain name were providing the clearest possible signposting for members and, in particular, for visitors such as members of Congress and the media. By adopting the air transport community's own exclusive domain, we made it absolutely clear that if you're interested in aviation, NATA is a prime stop to make."

More about NATA

The National Air Transportation Association (NATA), based close to Ronald Reagan Washington National Airport in the US, is a public policy group representing the interests of general aviation businesses before the US Congress, federal agencies and state governments. Its 2,000 members own, operate and service aircraft.

Active in all areas of aviation, among other achievements, NATA created the Business Aviation Security Task Force shortly after 9/11 and established the first set of security recommendations issued by the general aviation industry. NATA also created the Airline Services



Council, expanding the Association's core base to include businesses that provide a broad range of services, including catering, terminal services, cargo services, maintenance, repair, security and aircraft cleaning.

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Dan Kidder – NATA's Communications Director

www.nafa.aero

www.nafa.aero provides a case book example of the benefits of using the .aero domain as a means of providing the essential differential among domains.

The lottery of who got the name first can be particularly difficult for associations – which may end up with initials that identify it clearly within its own sector of interest, but which may also duplicate the initials of an organization in a completely different sector.

In pre-Internet days, that did not present a problem. For example, those involved in financing general aircraft were unlikely to be involved with a body involved in 'teaching artists the fine art of making art' or with an association for those involved in managing fleets of cars, trucks and vans. But unique means unique within the Internet and all those groups use the initials 'NAFA'. So the art group took nafa.com (first registered 1994) and the fleet management association took nafa.org (first registered 1995), while the National Aircraft Finance Association took nafa-us.org (first registered 1999).

Today type 'NAFA' into Google and the first page comes up with a whole range of organizations using these initials, as well as those already mentioned. They include the North American Flyball Association (flyball.org), the Nanyang Academy of Fine Arts (nafa.edu.sg), North American Fur Auctions (nafa.ca), and the North American Falconers Association (n-a-f-a.org).

Not surprisingly, NAFA decided to remove itself from the web noise, focusing its Internet naming policy exclusively at its core business – the air transport community.

"Adopting the .aero naming structure was an obvious choice for us," according to NAFA Treasurer and Executive Director Karen Griggs.

"There are 83 million domain names worldwide and 46 percent of those are .com. No wonder there can be confusion. Our business is specific – it's of no interest to the vast majority of those using the Internet. But those who do deal with us need predictability – and we need security.



Adopting the .aero domain has yielded both. Our members and stakeholders know where they can find us. And that's what counts."

The National Aircraft Finance Association, NAFA, is a US-based non-profit corporation dedicated to promoting the general welfare of individuals and organizations providing aircraft financing and loans secured by aircraft; to improve the industry's service to the public; to work with government agencies to foster a greater understanding of our member's needs.

NAFA's membership and associate membership of some 120 companies are all leaders in helping buyers, sellers and finance companies within the aircraft transaction process. The organization also provides members with a forum for both education and the sharing of information and knowledge – all directed at encouraging the financing, leasing and insuring of general aviation aircraft.

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Karen Griggs – NAFA Treasurer and Executive Director