DIFFERENT . . .

TRUSTED . . .

DOTCOOP SUPPORT of 2004 INTERNATIONAL CO-OPERATIVE DAY

DotCoop, the sponsor for the .coop domain on the Internet, supports the efforts of co-operatives worldwide to reduce the economic imbalances that can result from globalization.

Co-operatives have made a difference in many localities and countries by their support of fair-trade programs, decent wages for workers and democratically run businesses that are controlled at the local level. These local building blocks can be used to craft a global economy that is built by development of strong local economic efforts and rewards that can then evolve into businesses with global connections.

The worldwide web is an excellent place for community-based co-operative businesses to reach out directly to markets around the world. Using a .coop name, the co-operative only address on the Internet, provides co-operatives a way to identify themselves as a member-owned business and enables them to easily identify other co-operative businesses.

The .coop domain also highlights co-operative businesses and organizations on the Internet. Transnational co-operatives, fair-trade co-operatives. Producers, suppliers and retailers. Associations, federations, co-operative development groups. All use their .coop Internet name both as a statement of their basic governing principles as well as a way to attract attention in an ever-more-crowded Internet universe.

.Coop is another tool that co-operatives can use to create the kind of global economy that is fair to all. We are proud to support building global co-operative enterprises that can lead the way to a more ethical globalization.

Background:

.Coop is the new Internet domain address for co-operatives. Authorized in 2001 by ICANN, the International Corporation for Assigned Names and Numbers, .coop addresses were activated in January 2002. .Coop has over 6,000 domains owned by co-ops from over 50 countries. .Coop domain registrants are verified to be eligible co-operative organizations to assure consumers that they are dealing with a trusted co-operative or co-operative organization when they visit a .coop web site. The .coop domain is sponsored by dotCooperation LLC based in Washington, DC, USA with development support by the International Co-operative Alliance (ICA) based in Geneva, Switzerland.

For more information on .coop, visit our web site at www.coop.

Contact us directly at support@communicate.coop or at +1-866-388-3154 (non-US callers can call toll free by using the access numbers for their country on www.att.com/traveler)