



International Co-operative Alliance



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PRESS RELEASE

FOR IMMEDIATE RELEASE

Co-operative Internet registrar Domains.coop joins ICA

Manchester, United Kingdom - 31st October 2012. The International Co-operative Alliance (ICA) today announced the acquisition of Domains.coop, the first and largest accredited registrar of .coop domains, from Midcounties Co-operative. This puts the ICA in a significant position to expand the adoption of the .coop domain amongst the 1.4 million cooperatives around the world.

Charles Gould, ICA's Director-General noted that "the acquisition would not have been possible without the generous contribution of Midcounties Co-operative, the largest independent co-operative in the UK, who invested heavily in the development of .coop ten years ago and who have now gifted their interest in Domains.coop to the ICA."

"The .coop domain is a strong online symbol for the co-operative movement. The opportunity for co-ops to employ this joint identity on the Internet perfectly complements the ICA's efforts to raise awareness of coops into the Co-operative Decade."

The announcement preceded the bi-annual ICA General Assembly, held during the Co-operatives United World Festival and ICAExpo in Manchester, UK at which the Blueprint for a Co-operative Decade was launched. The events marked the close of the United Nations International Year of Co-operatives by the co-operative community.

Ben Reid, Chief Executive of Midcounties Co-operative, said "the Board of Midcounties Co-operative was very pleased that the ICA is going to assume responsibility for the on-going promotion of .coop. It has been an act of faith by the Society, when they secured the domain on behalf of the Movement, which has now been justified by the recognition that .coop can make a significant contribution to raising the awareness of Co-operatives worldwide."

While there are a number of registrars around the world, Domains.coop is responsible for about 80% of annual sales of domains. It achieves this through a small network of resellers who are inside the co-operative family.

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COOPERATIVE ENTERPRISES BUILD A BETTER WORLD



NOTES TO EDITOR

1. **The International Co-operative Alliance** is the global voice for the values-based business model of the co-operative, uniting co-operatives worldwide and providing a forum for knowledge and concerted action.

ICA members are international and national co-operative organisations from all sectors of the economy including agriculture, banking, consumer, fisheries, health, housing, industry, insurance and tourism. The ICA has member organisations from almost 100 countries, representing approximately 1 billion individuals worldwide. Around 100 million people work for a co-op globally. ICA was established by co-operatives in 1895. In 1946 the ICA became one of the first three non-governmental organisations to be accorded "consultative status" with the United Nations.

2. **Co-operatives** are successful values based businesses owned by their members. Whether they are customers, employees or residents, the members get an equal say in the business and a share of the profits.
3. The United Nations has declared 2012 the **International Year of Co-operatives**. With its theme of 'co-operative enterprises build a better world', the Year is an opportunity to raise public awareness of how co-operatives are successful values based businesses owned by their members.
4. Further information about the International Year of Co-operatives is available at www.2012.coop.
5. Follow the ICA on **twitter** at @icacoop. Like the ICA's **Facebook** page at www.facebook.com/internationalcooperativealliance