



# news release

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## **GODADDY.COM LAUNCHES EXTENDED VALIDATION CERTIFICATES** *Announces Growth & Ushers In Latest SSL Product*

SCOTTSDALE, Ariz. (Feb. 1, 2007) – GoDaddy.com®, the largest registrar of domain names worldwide, announced today that new Extended Validation (EV) SSL Certificates are available for sale and ready-to-install. An SSL Certificate is a digital credential that authenticates the identity of a Web site and encrypts information via Secure Sockets Layer (SSL) technology.

Created to establish online business identities, enable secure connections and promote online consumer confidence, EV SSLs set a higher standard for secure and successful online businesses. Like Go Daddy® Turbo SSL® and High Assurance SSL, the new EV SSL offers industry-leading 256-bit encryption technology. A thorough, standardized verification process affords EV SSL owners an opportunity to tout completion of the most stringent vetting process for SSL encryption available today.

The EV SSL vetting process involves verifying the applying organization's identity and typically requires a letter from a representing attorney or accountant. While the new guidelines are strict, Go Daddy EV SSL certificates can be issued within two to four hours after all required documentation is received.

When users access sites encrypted with EV SSLs using Internet Explorer® 7, the first browser to distinguish EV certificates, the site's secure status is immediately evident. The browser's address bar reflects a green background and the name of the organization to which the certificate was issued, along with the familiar https:// prefix and padlock icon. Other browsers currently handle EV SSLs like normal certificates and are expected to distinguish them soon.

"EV SSLs are the next logical step for us as a Certificate Authority. Internet shoppers need to know they are protected when they input financial or otherwise personal information online and EV certificates help accommodate that," said Warren Adelman, Go Daddy President and COO. "Go Daddy has been part of the process of creating the EV standard since its inception. We were happy to work with browser vendors and our fellow certificate authorities in bringing this to fruition," Adelman added.

EV SSLs are expected to contribute to an ongoing increase in Go Daddy's double-digit global market share. A recent Netcraft® report acclaimed Go Daddy as the largest U.S. SSL Host noting, "Go Daddy firmly established its dominance of the U.S. market in 2006."

For more information about Go Daddy's EV SSL, visit: <https://www.godaddy.com/gdshop/ssl/ssl.asp>

### **About The Go Daddy Group, Inc.**

Go Daddy® is a leading provider of services that enable individuals and businesses to establish, maintain and evolve an online presence. Go Daddy provides a variety of domain name registration and Web site hosting services, as well as a broad array of on-demand and other services. The Go Daddy Group, Inc. has more than 18.2 million domain names under management. Go Daddy registers, renews or transfers a domain name every 2 seconds. GoDaddy.com is the world's No. 1 domain name registrar according to Name Intelligence, Inc. GoDaddy.com is also rated the world's largest hostname provider according to Netcraft® Ltd. During 2006, The Go Daddy Group registered approximately one-third of all domain names registered in the top six generic top-level domains, or gTLDs, including .com, .net, .org, .biz, .info.

- The Go Daddy Group -  
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