



## Sunrise Email Content

After much a due, ShortDot is ready to launch the .cyou domain extension! .cyou, shorthand for See You, is an uber-cool domain extension geared towards today's digital natives.

.cyou is a unique domain that appeals not only to Gen Z but also to businesses and brands that want to appeal to younger audiences. The .cyou domain is also well-suited for organizations that share the same ethical values of inclusivity, independence, and diversity as today's generation.

For a limited time, .cyou will be available to trademark holders from across the internet. Secure your trademarks on a .cyou domain on a first-come, first-served basis before the domain is made available to the general public.

From individuals looking to build a memorable and appealing personal brand to businesses that want to resonate with the youth and add a modern flavor to their identities, .cyou is your chance to secure your trademarks on a domain extension that will genuinely make your online identity stand out from the crowd.

.cyou's exclusive trademark holder sunrise period starts on May 14<sup>th</sup>, 2020, and ends on June 15<sup>th</sup>, 2020.

[CTA: Register Your Trademark On .cyou!]

*14:00 UTC applies to launch and end dates.*

## Sunrise Newsletter Content

Introducing .cyou, shorthand for See You, - the domain extension for a generation that that speaks to those who've never lived in a world without social media or the internet. It's for those who thrive on smartphones and memes and speak in fluent emoji 😊, and for businesses and brands that want to appeal to them.

For a limited time, trademark holders and businesses can secure their .cyou domains on a first-come, first-served basis before the domain is made available to the general public.

### Why .cyou?

- Give your online identity a modern twist with YourName.cyou
- Agnostic of geography, language, and industry and can be used by anyone to denote their presence on the internet
- Appeal to Gen Z with YourCompanyName.cyou
- Unveil your creative ideas and projects with YourProject.ICU
- The .cyou domain is an excellent choice for brands and influencers that want to share custom branded links for promotions and campaigns on social media

*This trademark holder exclusive sunrise period starts on May 14th, 2020 and ends on June 15th, 2020. 14:00 UTC applies to launch and end dates.*

What are you waiting for? Secure the name of your choice on .cyou today!

[CTA: Secure your Name.cyou domain today!]



## EAP Email Content

.cyou, shorthand for See You, is the newest domain name from ShortDot, a leading nTLD registry, and operator of .icu - the largest new domain extension in the world. This is a strong indicator that .cyou will also be immensely successful

We're happy to inform you that you can now secure your own .cyou domain before anyone else! Simply register the name of your choice on .cyou with our special Early Access Program beginning June 16th, 2020.

### Why .cyou?

1. The .cyou domain agnostic of geography, language, and industry and can be used by anyone to denote their presence on the internet
2. Getting YourName.cyou shows that you are innovative and 'with it'
3. A .cyou domain will help websites, and online identities stand out like never before
4. The .cyou domain is perfect for businesses trying to target young audiences as it conveys the creativity of ideas
5. The .cyou domain doubles up as a smart abbreviation for 'see you'
6. The .cyou domain is an excellent choice for brands and influencers that want to share custom branded links for promotions and campaigns on social media

Don't let your innovative ideas go unseen, bring them to life, and be 'seen' with a .cyou domain today!

CTA: [Get your .cyou domain now!]

*14:00 UTC applies to launch and end dates.*

## EAP Newsletter Content

The most innovative and savvy domain on the web is here – .cyou! If you are a true digital native and if you live for the internet, then .cyou, shorthand for See You, is for you.

Gen Z can make the most of .cyou by using is as:

- YourName.cyou
- YourSkill.cyou
- YourPhrase.cyou

Businesses can use .cyou for a modern twist:

- YourBrand.cyou
- YourProduct.cyou
- YourProject.cyou
- YourService.cyou

Ready to 'dab' as you beat everyone else to pick a .cyou domain? Register the .cyou name of your choice with Early Access Program beginning on June 16<sup>th</sup>, 2020.

[CTA: Secure your .cyou name today!]



14:00 UTC applies to launch and end dates.

## GA Email Content

.cyou is here! For the first time ever, .cyou, shorthand for See You, is available to the general audience!

Are you a true digital native of today? Do you live for memes and speak fluent emoji? Is your smartphone, your best friend? The .cyou domain is for the young movers and shakers of today who work smart and are re-writing the rule book on how things should be.

.cyou is for any individual or business that shares the ethical values of diversity, inclusivity, and independence.

If you live for creativity and ingenuity, and if innovation is your motto, then wait no longer. Register a .cyou domain for just [Registrar Retail Pricing].

.cyou is the newest domain name from ShortDot, a leading nTLD registry, and operator of .icu - the largest new domain extension in the world. This is a strong indicator that .cyou will also be immensely successful

Don't let your innovative ideas go unseen, bring them to life, and be 'seen' with a .cyou domain today!

[CTA: Choose your .cyou domain today!]

## GA Newsletter Content

We bet 'you' didn't 'c' this coming... .cyou, shorthand for See You, is here! For the first time, .cyou domains are available to the general public. You can now get the perfect and most unique domain for your creative ideas for just [Registrar Retail Pricing].

Don't let your ideas go unseen. Bring them to life with a .cyou domain! Let your creativity show with YourProject.cyou or simply flash your individuality with YourName.cyou.

The wait is over! Grab your .cyou domain today before someone else 'sees' it first!

[CTA: Register your .cyou domain today]