

Zacr Winter Price Freeze Heats Up ZAdotcity Registrations

The ZA Central Registry's (ZACR's) Winter Price Freeze Sale until the end of this week is set to boost the number of registered .capetown ('dotCapeTown'), .joburg ('dotJoburg') and .durban ('dotDurban') domains as wholesale ZAdotCity prices are reduced to the same level as co.za domains.

There are currently about 10 500 ZAdotCity domains that have been registered by the ZACR and its registrar partners since the first dotCapeTown, dotDurban and dotJoburg domains were made available for public registration in July 2014.

"There is huge local and overseas interest in South Africa's three major cities, both from a business and tourism perspective. We expect ZAdotCity registrations to experience continued sustained growth, as well as a significant spike during our Winter Price Freeze Sale," said Lucky Masilela, ZACR CEO.

The sale started on 4 July 2016 at 00h00 AM (SAST) and will conclude 8 July 2016 at 23h59 PM (SAST). The wholesale prices and terms & conditions for both ICANN Registrars and Proxy Resellers are available here:

<https://www.registry.net.za/content2.php?wiki=1&contentid=183>

A dotCapeTown, dotJoburg and dotDurban domain name appeals to national pride, helps boost SEO (search engine optimisation) rankings and enables both individual and organisational brands stand out from the worldwide web clutter. Anyone with a particular affinity for Johannesburg, Cape Town or Durban can register a ZAdotCities domain with ZACR accredited registrars.