

the latest on



Where the World Goes for Information.SM

annual report '10



AfiliasSM



WilderKaiser.info



PGA.info



Spain.info

executive summary

In 2010, .INFO saw a significant increase in volume, growing nearly 30% to over 6.8 million domain names registered.

First launched in 2001, .INFO has continued to hold its position as the #1 new top-level domain (TLD) ever launched and maintains its position as the premier new TLD through continued prevalence in all areas of the domain marketplace. .INFO domains are available at more than 360 registrars, representing more than 90% of the worldwide marketplace.

.INFO remains the seventh largest top-level domain on the Internet today, out of more than 270 total TLDs on the planet. Monthly new creates have continued to grow throughout 2010 and this upward trend is indicative of .INFO's positive growth which is outpacing the rest of the marketplace.

Internet users are increasingly turning to .INFO to share their information with the world. Over 70% of .INFO registrations resolve to active websites, with over 1.3 million live, dedicated sites available for users to visit today. Afilius continues to highlight these great .INFO sites both in its active online directory of sites as well as its annual Awards Program.

Afilius is also continuing to expand its efforts to enhance security and safety within the .INFO domain. In 2010, Afilius both deployed Domain Name System Security Extensions (DNSSEC) and continued to aggressively act to enforce its .INFO Domain Anti-Abuse Policy. Afilius' security actions continue to result in .INFO having some of the lowest phishing up-times among generic TLDs. Afilius' efforts were even recognized by the Online Trust Alliance in 2010 when Afilius was awarded a *2010 Excellence in Registry Services Award* for these actions.

The coupling of a growing trend of active sites and continued growth in domain registrations projects a positive future for .INFO in 2011, when .INFO will cross the significant milestone of its 10th year of being available on the Internet.

.INFO

the first and most successful new TLD

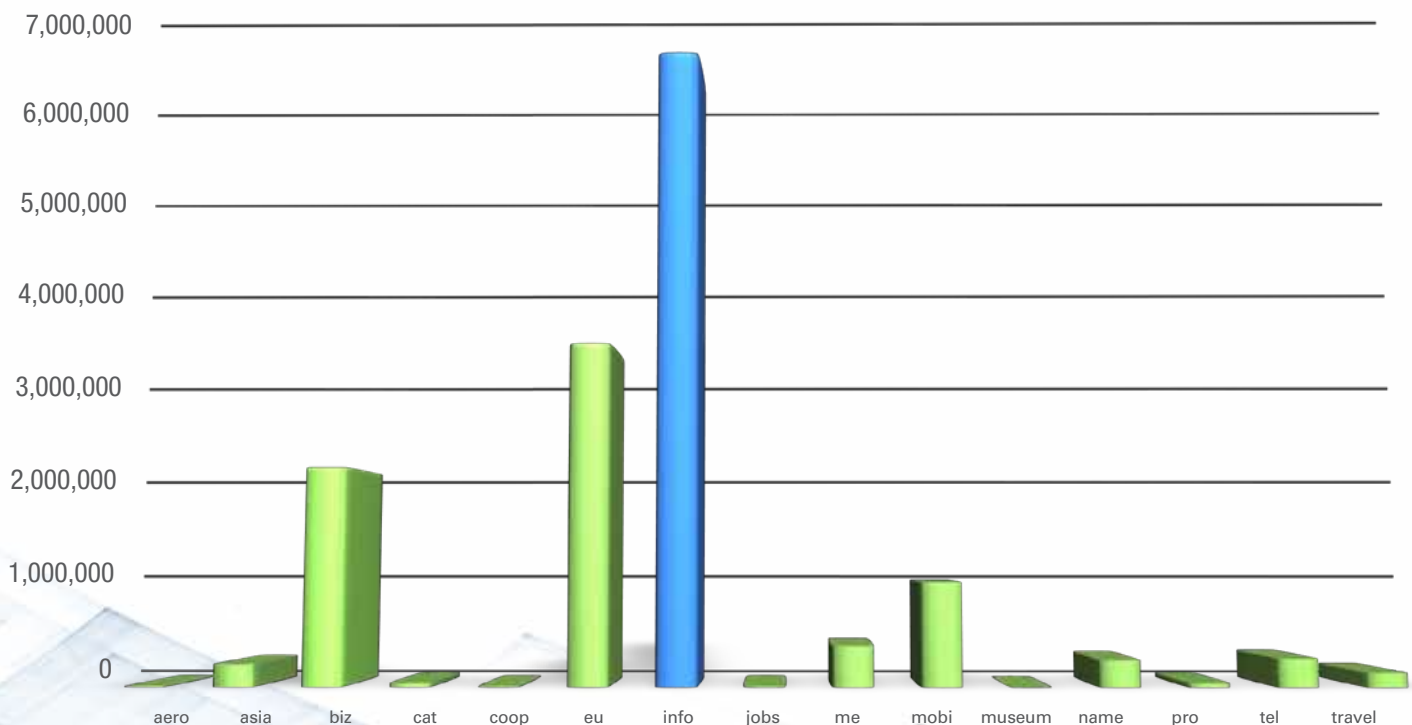
The .INFO domain was the first new TLD launched and its continued progress is an important indicator of the future of the new TLD market to come.

We were especially reminded of this important milestone this year as we crossed the 10th anniversary of the first bids ever submitted to ICANN for the operation of new TLD registries. Not only was .INFO the first TLD launched, but it was the first TLD approved by ICANN and the first entered into the root zone. These historical firsts for .INFO were clearly a precursor to the success .INFO enjoys today.

With over 6.8 million domain names, .INFO represents approximately 44% of the entire new TLD registration market and is more than double the size of any other new TLD in the market today.

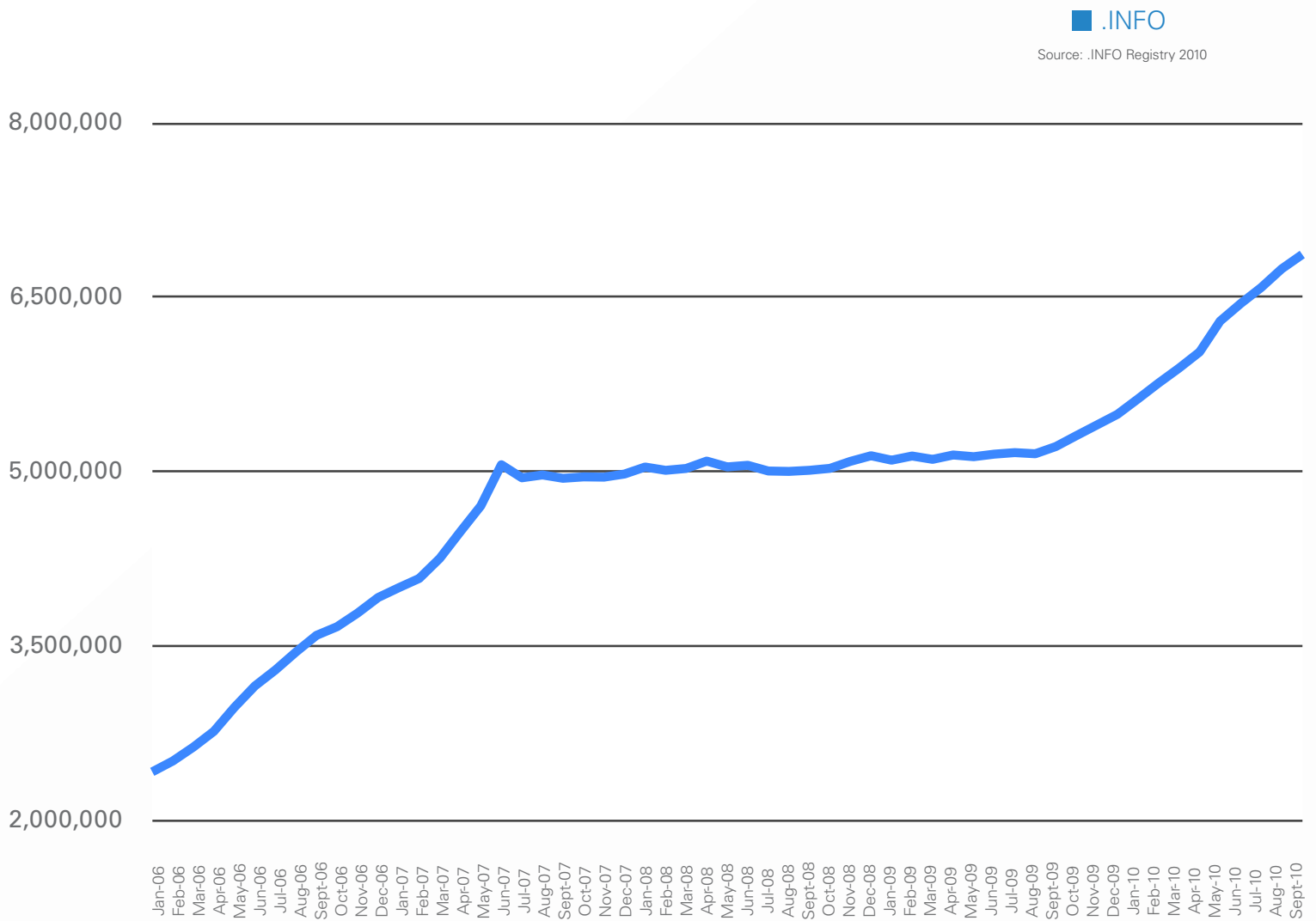
As we noted last year, the new TLD market is only approximately 7% of the total domain name industry. While .INFO registrations may be on the rise, .com still maintains a dominant market share of over 45% of the total domain industry. ccTLD registrations are about 39% of the industry and all other gTLDs (existing and new TLDs other than .com) are about 16% of the market.

Comparative New TLD Volume



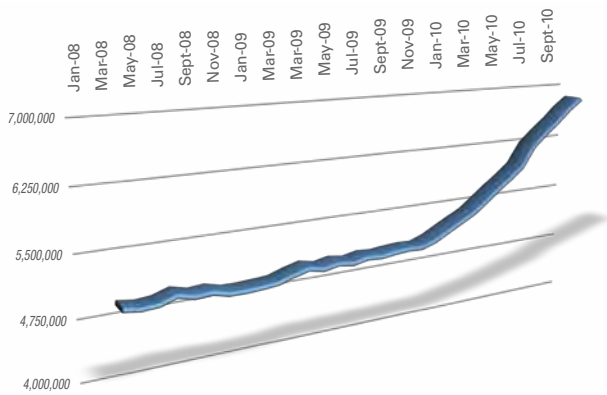
Source: Zooknic.com data through April 2010

.INFO Volume Trend



registration trends

.INFO Domains Under Management 2008-2010



Source: .INFO Registry 2010

.INFO Registrations See Strong Growth

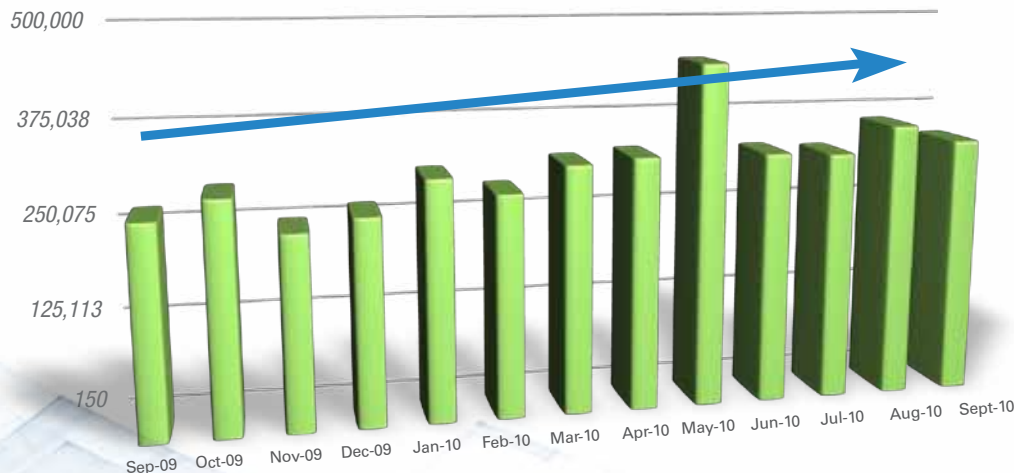
2010 showed a strong increase in .INFO registration volume, growing by approximately 1.3 million domains from last year to now maintaining over 6.8 million domains in the registry as of September of 2010.

Comparing our overall market data compiled by Zooknic.com through June 2010, the total domains under management in the entire domain name industry grew by approximately 7% versus June 2009. Comparatively, over the same period, .INFO total domains under management grew 25% versus June 2009. We expect to see new create growth increase through the later part of this year. As of October 2010, .INFO growth rate of domains under management appears to be closer to 31%.

New Creates Maintain an Upward Trend

In 2010, .INFO averaged over 300,000 new domains created per month. Indeed, the trend line of new creates indicates a strong and increasing new monthly create volume. Last year, we reported sales of about 250,000 each month, so 2010 has been quite healthy. This data indicates that .INFO remains a strong and growing franchise that is continually being promoted by the registrar channel.

.INFO New Creates



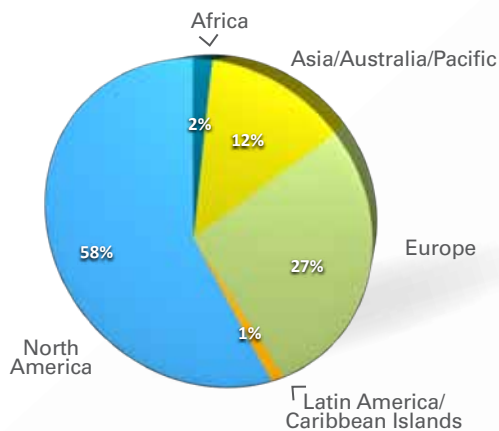
Source: .INFO Registry 2010

Europe is Gaining Market Share for .INFO Domains

North America remains the largest region of .INFO owners with 58% of all .INFO domain names registered. However, in 2010 it has lost some market share to Europe which, with 27% of domain registrations, is up 4 percentage points from last year. The Asia/Pacific region is also gaining share of .INFO, and is currently home

to 12% of .INFO registrations. This trend is reflected in Japan's jump to the number 3 top country for .INFO owners. The United States and Germany still hold the top spots as the number 1 and number 2 registration markets for .INFO domains.

Geographic Distribution of .INFO Domain Names



Source: .INFO Registry 2010

Top Countries of Registration for .INFO Domains

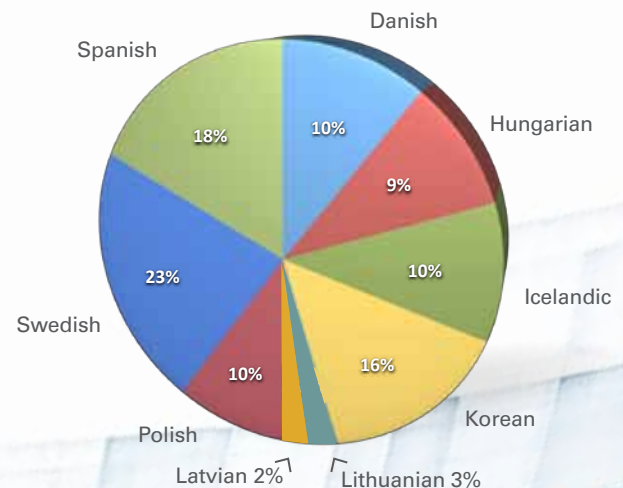
| RANK | COUNTRY | .INFO Domains |
|------|----------------|---------------|
| 1 | United States | |
| 2 | Germany | |
| 3 | Japan | |
| 4 | United Kingdom | |
| 5 | Canada | |

Source: .INFO Registry 2010

.INFO IDN Registrations by Script (non-German)

Germany Continues to Dominate IDN Registrations

.INFO is available today in 10 IDN (Internationalized Domain Names) scripts. Over the past year, growth of IDNs are increasing, with an over 20% growth in .INFOS registered as IDNs. The current total is 27,905 and is dominated by German scripts with 82% of the share. 95% of .INFO IDN names are owned by non-US registrants.



Source: .INFO Registry 2010

registrations follow world wide trends & current events

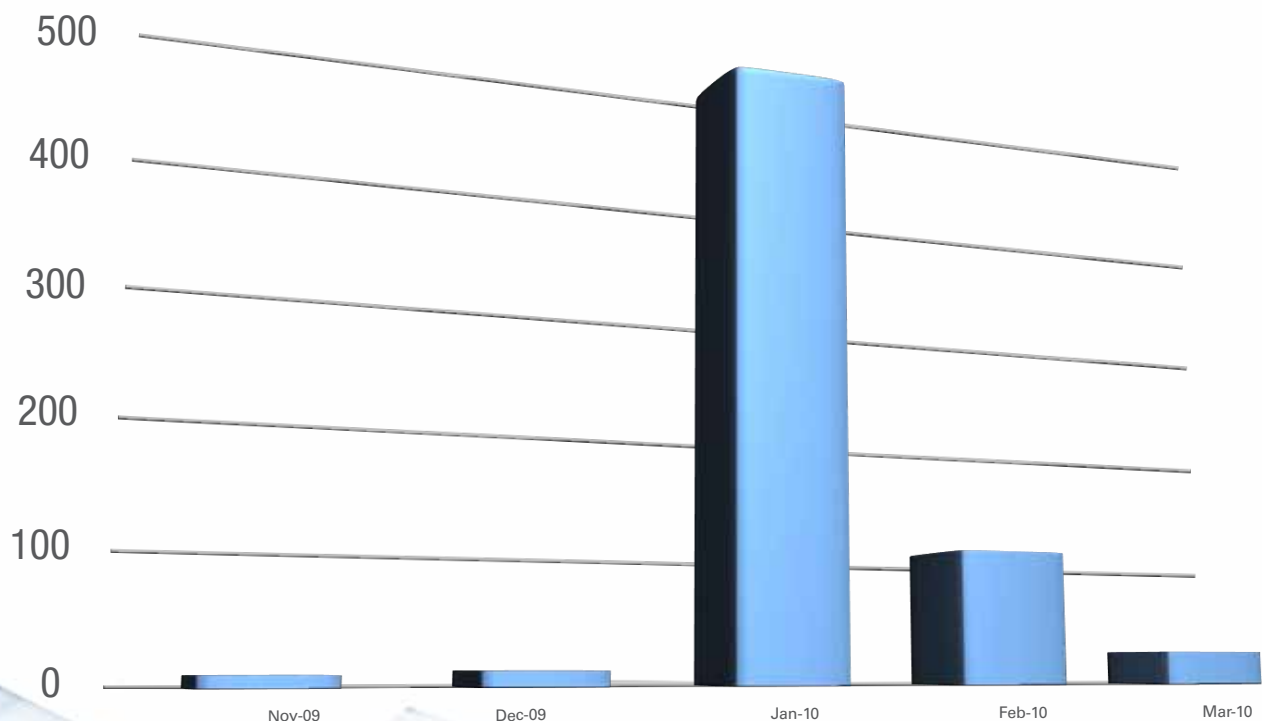
.INFO and the Haiti Earthquake

A number of events have shaped news coverage in 2010. Similarly, Afiliás has seen these events shape .INFO registrations and interests in certain domain names.

The 2010 Haiti earthquake occurred Tuesday, January 12, 2010, at a catastrophic magnitude of 7.0. The major quake sent 33 aftershocks at magnitudes of 4.2 to 5.9 and resulted in 3 million people who were in need of emergency aid.

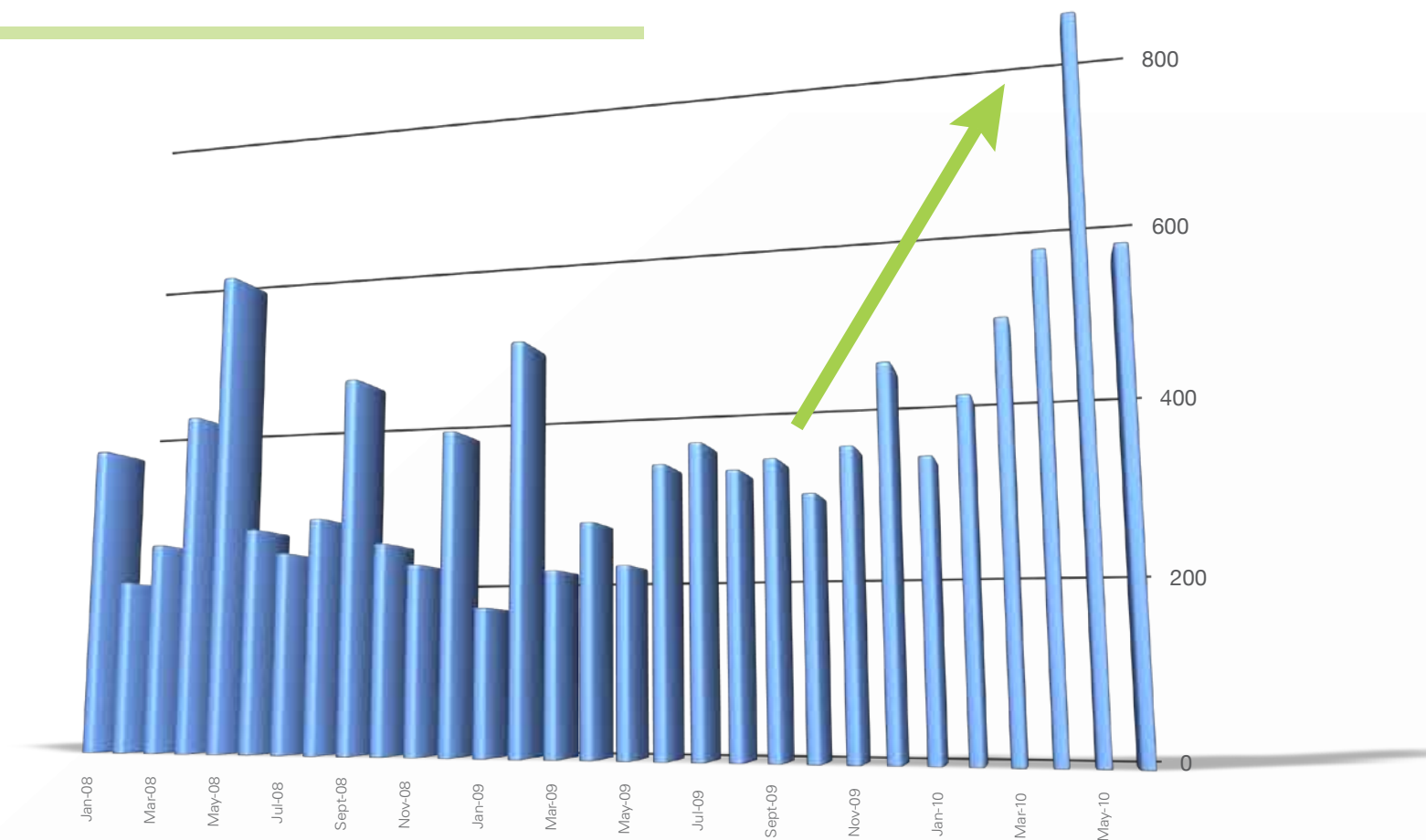
Media around the world covered this story making it one of the top headlines of 2010. As expected, Internet users were in search of information on the disaster and turned to .INFO sites to find it. Registrations of domains with the string 'Haiti' increased by more than 760% in 2010, over 2009. Over 60% of the .INFO registrations with the string 'Haiti' were registered in January 2010, the month of the disaster itself.

.INFO Registrations with the String 'Haiti'



Source: .INFO Registry 2010

North American Registrations of 'Beach' - related .INFO Domains (2007-09)



Source: .INFO Registry 2010

Beach Names Show Upward Trend with BP Oil Spill

.INFO also saw an upward trend in registrations during BP's oil spill in the spring of 2010. Beaches are America's top tourist destination, generating more than \$640 billion per year for the U.S. economy. A survey by National Geographic Traveler and Yahoo! Travel found that, "cleanliness was the most important factor in picking which beach to go to."

Over 9,500 registrations of names containing the string "beach" exist in the .INFO registry today. Moreover, in May 2010, there were 800 new .INFO names registered

containing the string "beach," a 400% increase over the same month in 2009. Whether related to the oil spill, or some other cause, May of 2010 has been the highest month for beach-related .INFO registrations in the last three years.

These upward trends show that Internet users continue to turn to .INFO to both find and communicate information on current news and topics.

content analysis

Percentage of Active .INFO Websites are on the Rise

Owners are finding that the .INFO domain delivers more value and brand awareness each year. Today, over 1.3 million .INFO domains currently provide powerful Web resources for the millions of Internet users looking for information online. While the percentage of active domains overall has remained relatively steady at just over 70% for the past few years, the purpose of these sites has seen some changes in 2010. Dedicated and referral .INFO sites have increased, while the amount of redirected and parked .INFO domains have decreased.

In addition, when looking at the long-term trend of total .INFO active domains over time, the average percentage of the .INFO registration base of active sites has actually grown by approximately 2% versus the previous 12 months of data.

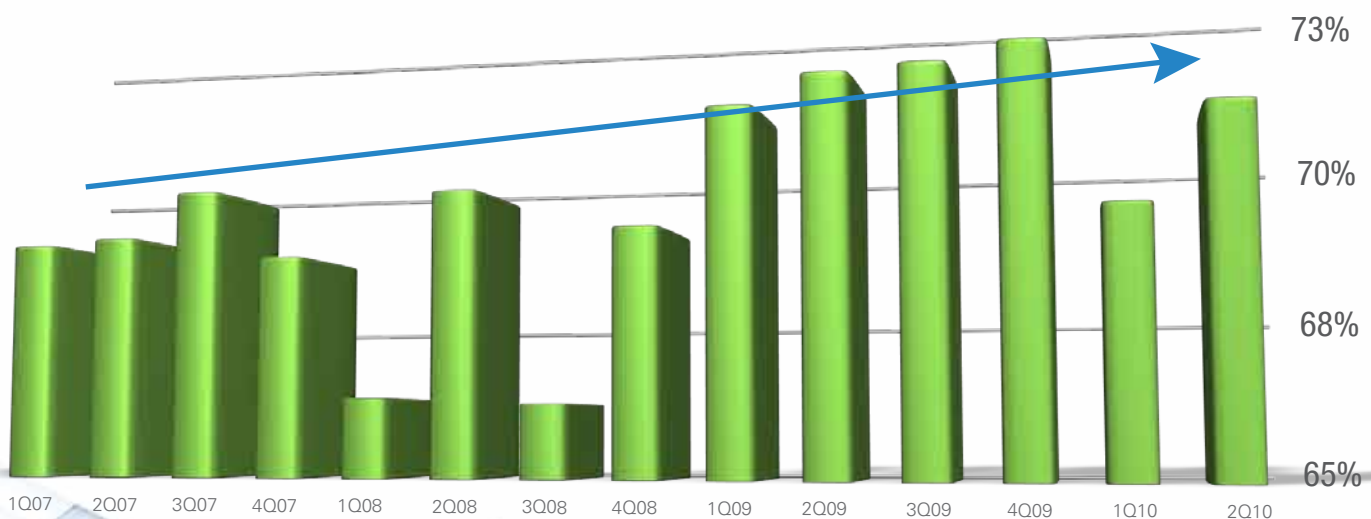
Active .INFO Domains

| | June 2009 | June 2010 |
|---------------------------------------|-----------|-----------|
| Total Active | 71.8% | 71.1% |
| Dedicated (apparent original content) | 19.3% | 20.1% |
| Referral (monetization) | 14% | 14.7% |
| Redirected (to another TLD) | 35.8% | 34.2% |
| Parked (e.g. "for sale") | 2.7% | 2.1% |
| Total Inactive | 28.2% | 28.9% |



Source: Pegasus DomainScan as of September 2010

Active .INFO Domains



Source: Pegasus DomainScan as of September 2010

aftermarket & auction sales of domain names

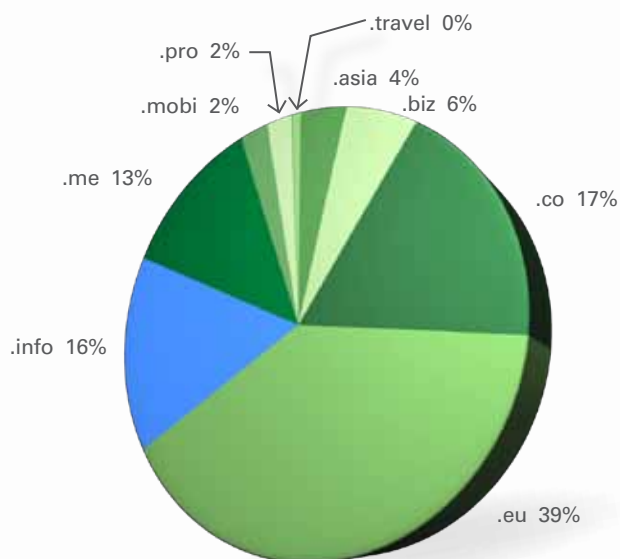
The aftermarket has remained fairly steady in 2010, with approximately 8,400 domain names sold (as reported by *Domain Name Journal*). The market total of sales through aftermarket purchases is up slightly from \$58 million to \$60 million. The average market sale is up from \$6,800 to \$7,100.

Perhaps the most significant factor affecting sales in this area in 2010, was the introduction of auctions for .co domains which took a significant percentage of marketplace sales.

.INFO sales in the aftermarket and auctions industry were just slightly less than its position from last year (\$373,000 in sales in 2009 versus \$315,000 in sales in 2010). However, the average price of a .INFO domain in the aftermarket remains strong at over \$2,500. February and March were the highest months of sales for .INFO domain names in 2010 so far.

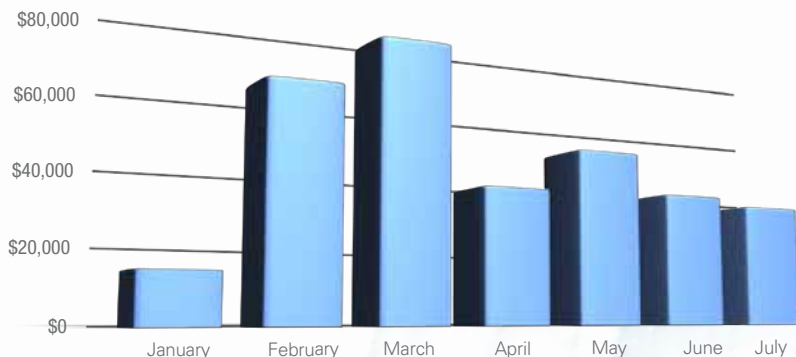
2010 New TLD Aftermarket Sales

| 2010 Top Aftermarket Sales | |
|----------------------------|----------|
| Domain Name | Sold For |
| paydayloans.info | \$24,000 |
| coupons.info | \$17,600 |
| love.info | \$12,000 |
| patent.info | \$10,292 |
| bwl.info | \$8,400 |
| testberichte.info | \$8,160 |
| languages.info | \$5,275 |
| netbet.info | \$5,160 |
| motorcycles.info | \$5,000 |
| analytics.info | \$5,000 |



Source: DNJournal.com data through July 2010

2010 Monthly Aftermarket/Auction Sales of .INFO Domains

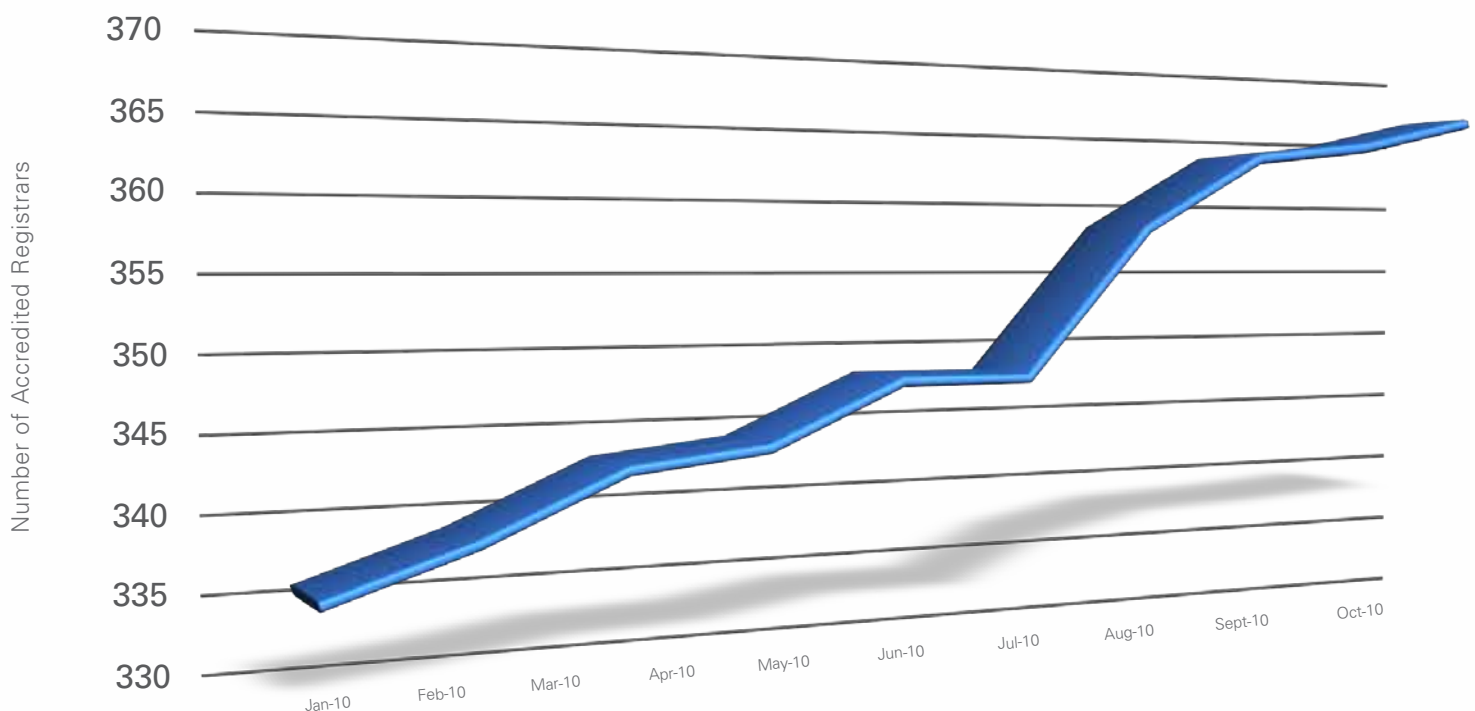


Source: DNJournal.com through July 2010

registrar distribution

The number of ICANN accredited registrars authorized to sell .INFO domains continued to grow in 2010, increasing by 10% over 2009 levels by October 2010. In total, there are 366 accredited registrars (versus 334 in 2009). These registrars represent over 90% of the current domain name registration marketplace, according to Webhosting.info ratings. This data reveals that .INFO continues its presence in the domain name registration marketplace, being a readily available domain extension available for anyone to register worldwide.

2010 Growth in Registrars Selling .INFO Names

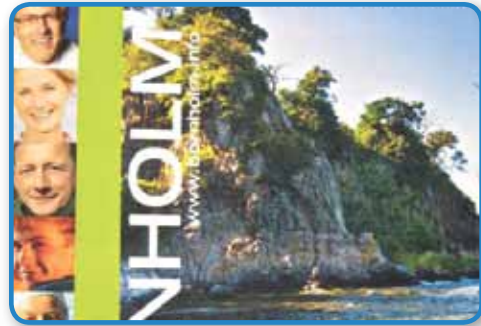


Source: .INFO Registry 2010

.INFO spotted in use

In May 2010, almost nine years since .INFO first appeared on the Internet, Afiliat gave Internet users an incentive to search out and send in .INFO sites used in advertising. In its month-long contest called “.INFO spotting,” Internet users who found and posted photographs of these .INFO sites in action on Facebook were entered in a drawing to win a 16GB iPad.

While dozens of creative photos were submitted, the winner of the .INFO spotting contest was Dan Mellon who submitted a photo of a spaintiles.info advertisement he found in an architecture magazine.



bornholm.info



ZVDesign.info



traveline.info



spaintiles.info



Germany.info

.INFO Awards top 10 list

and reasons why they chose .INFO

In August 2010, AfiliAs opened its 4th annual .INFO Awards program allowing .INFO site owners from around the world to submit their site for consideration for the best .INFO website of 2010. Over 130 sites were submitted from over 20 countries around the world.

Our 2010 panel of judges included seven distinguished individuals from the online, media and technology industries. They included: Dominik Grollmann, Editor-in-Chief, Internet World Business (Germany); Grant Allaway, Group Managing Director, AD2ONE (UK); Peter Prestipino, Editor-in-Chief, Website Magazine (US); Liam Eagle, Editor-in-Chief, the Web Host Industry Review (Canada); Anand Parthasarathy, Editor, IndiaTechOnline.com (India); Katy Tafoya, Creator and Editor, ConstantChatter.com (US); and Philipp Grabensee, Chairman of the Board, AfiliAs (Germany).

These judges scored all of the eligible sites submitted for consideration based on five key criteria including: presentation of content, functionality of the website, design, usability, and originality.

Voting opened on October 5, 2010. Nearly 7,000 votes were combined with our judges' scores to select our first, second and third place winners of the 2010, which are:



GreenTravelclub.info

GreenTravelclub.info is a portal where site visitors can search for eco-friendly hotels while traveling throughout Europe.

They chose .INFO because: "Our objective is to provide people with information about how to go green in the hotel industry! .INFO is perfect."

"We are overwhelmed by this amazing success for our company and website," said Yvette Schlutter, from greentravelclub.info, the .INFO Awards first place winner. "This is definitely a confirmation that we are on the right track and have been able to successfully spread the word about eco-friendly hotels on the Web."

2



GlutenFreeHelp.info

GlutenFreeHelp.info is a website dedicated to providing information on the subjects of gluten intolerance, gluten sensitivity and celiac disease.

They chose .INFO to, "... help me in fulfilling my purpose of educating and informing others on the important topics of celiac and gluten."

Tina Turbin, founder of GlutenFreeHelp.info said, ".INFO says it like it is and my site is an 'INFOrmation' source for the world, making many changes and helping thousands. Thank you AfiliAs and to everyone who voted!"

3



Klimaretter.info

klimaretter.info is an information source on climate change and global warming.

They chose .INFO because, "being a .INFO site is just the ideal combination of form and function - at the first glance everybody catches the objective of the website."

"We are happy to be one of the three best .INFO homepages of the world in 2010. We hope that through the prize we can extend our readership and continue to provide our audience information on climate change and clean energy," said Henriette Wienges.

Meet the other nominees

and why they chose a .INFO domain



baden-wuerttemberg.info

The objective is to teach about the current happenings in the State, to inform and to contribute to political education. The .INFO-domain is perceived as a neutral and credible page and recognized globally – it works perfectly with our objective!

traumpfade.info

.INFO lets people know our site provides information!

eifel.info

The .INFO name fits our site! Our site is all about providing information!

biohotels.info

.INFO tells our viewers that we are providing information!

hotel.info

Simply because information on hotels is what our business model is based upon. So just from reading hotel.info the user gets a valid impression on what to expect. This combination generates trust in our website from customers all around the globe.

mailworx.info

Since .INFO is a global domain and it is all about information, mailworx.info was the most suitable web address for us.

slimaway.info/live

My website provides information! .INFO just makes sense!

Read more about the .INFO Awards program at www.info-award.info

2010 .INFO Awards Judges



Liam Eagle

Web Host
Industry
Review

Katy Tafoya

Constant
Chatter.com

Dominik
Grollmann

Internet World
Business

Anand
Parthasarathy

Indiatechonline.com

Peter Prestipino

Website Magazine

Grant Allaway

Ad2One

Philipp Grabensee

Afilias

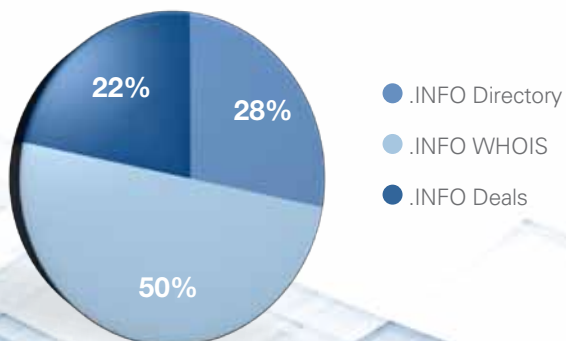
.INFO

fans speak out

Informal user surveys from the INFO.info website confirm that .INFO has a strong online presence and that Internet users are looking to .INFO sites for information. During our surveying in 2010 60% of respondents indicated that they primarily see the .INFO name on Web-based banner advertisements. In addition, 53% of respondents said that, to them, the most important aspect of a .INFO site is its purpose and information.

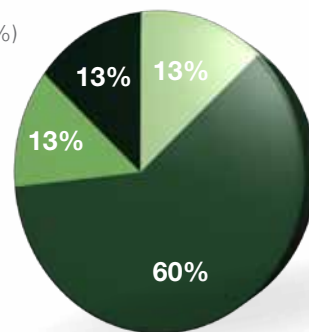
We also asked some other interesting questions over the year and found that of all the tools on the INFO.info website, our visitors find the .INFO WHOIS the most useful tool that Afiliis provides. Also, since .INFO is one of the only gTLDs to provide registrations in more than 10 languages, we asked our visitors in what type of domain they would rather register an IDN domain. Interestingly, 54% of our visitors would prefer to register an IDN in a generic TLD, not a ccTLD.

What tool on the .INFO Website is the most helpful?

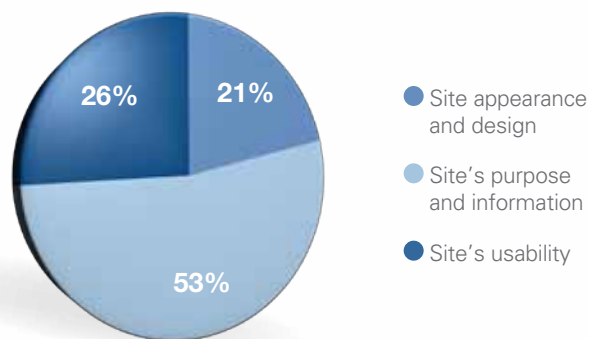


Where have you spotted a .INFO name?

- In a print advertisement (0%)
- Printed collateral item (brochure, postcard) 13%
- Web based banner advertisement 60%
- Outdoor advertising 13%
- T-shirt or promotional item 13%

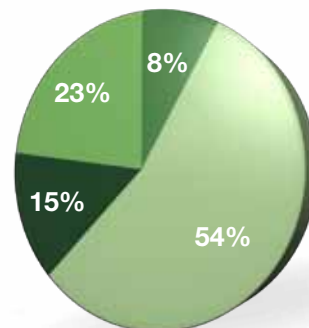


What do you think is the most important aspect of a great .INFO site?



In what type of TLD would you be most likely to buy an IDN?

- I prefer IDNs in a ccTLD domain 8%
- I prefer IDNs in a gTLD domain 54%
- I have no preference between ccTLD and gTLD domains for IDN registrations 15%
- I have no interest in IDNs 23%



.INFO

increases security and defeats abusive registrants

.INFO Secured with DNSSEC

On September 9, 2010, Afilias announced that it signed the .INFO zone with DNSSEC, marking the beginning of Afilias' Project Safeguard initiative to rollout Domain Name Security Extensions (DNSSEC) across its registry platform.

DNSSEC is a huge security improvement for the DNS and domain name industry. DNSSEC protects the DNS from cache poisoning exploits which can allow malicious entities to intercept an Internet users' request to access a website, and redirect or eavesdrop on the user without their knowledge, and with no ability to reassert control. To solve this problem, DNSSEC introduces digital signatures to the DNS infrastructure and automatically ensures that users are not hijacked and taken to an unintended destination.

.INFO was officially signed on September 1, 2010 and its Delegation Signer (DS) records were entered into the DNS Root by the Internet Assigned Numbers Authority (IANA) on September 4, 2010 allowing the .INFO zone to be validated using DNSSEC.

The signing of the .INFO domain is an important step for the Internet, as it enhances global security for the seventh largest TLD in the world, which is home to more than 6.8 million registrations. In 2011, Afilias will enable domain name owners to add DNSSEC to their individual websites, so that owners of .INFO websites and their visitors can have a more secure and trusted experience on the Web.



Tackling Domain Abuse

Also in September, Afilias was awarded a *2010 Excellence in Registry Services Award* from the Online Trust Alliance for its work increasing online security over the past year.

Afilias' cyber security initiatives included its pioneering Anti-Abuse Policy for the .INFO domain, which has helped .INFO to continuously score one of the lowest phishing uptimes for all generic top-level domains (TLDs). It also includes cross-industry collaboration initiatives which have helped suppress two of the largest cyber-gangs and incidents in the Internet's history: Avalanche and Conficker.

The Online Trust Alliance specifically cited Afilias as exemplifying excellence in online trust for the commitment to working with the registry community, ICANN, APWG and other organizations in Afilias' development of DNSSEC. They also cited Afilias' development of tools that have helped to block over 2.5 million Conficker domains and aided anti-abuse policies, resulting in the suspension of over 100,000 abusive domains.

"Afilias is committed to defeating abusive uses of domains and, since introducing our anti-abuse policy in 2008, we have demonstrated measurable results in fighting phishing, malware, and spam," said Greg Aaron, Director of Domain Security for Afilias. "Collaboration with our registrars, the Anti-Phishing Working Group, law enforcement, security vendors and researchers have helped make our efforts successful. This results-oriented approach and expertise sets our registry services apart."



Afilias' Greg Aaron, Director of Domain Security, accepts the OTA Award for Excellence in Registry Services

.INFO Spotlights

and why they chose .INFO



[GoMobi.info:](#)

"dotMobi wanted a site address that reflected the site's goal; to provide information to their visitors."



[Doteco.info:](#)

"INFO made sense for us. It's a simple way for us to communicate that we are an information hub and a learning center. Because .eco is a social venture, it doesn't fit directly into .com or .org. Info was the right way for us to communicate that our bid is about transparency and sharing information online."



[reschensee.info:](#)

"Because the site is an informational website about vacationing in the Reschensee area. Therefore a .INFO site made sense."

[Textfreeroads.info:](#)

"Even though all the other domain name extensions were available, .INFO means "information" and made sense for this PSA."

[Germany.info:](#)

"At the time we made a conscious decision to move our website from the .org domain to the .info domain because it simply was more suited to our website's mission."

[NetAdvantage.info:](#)

"I chose a .INFO site because it represented exactly what I wanted to show my visitors; information about the products and services I offer."

[Eifel.info:](#)

"INFO is the perfect site because information is what we want to give our visitors."

[Dogs.info:](#)

"It works perfectly with the website I am building. I have a website about dog information, so the perfect extension is .INFO!"

[CocoCay.info:](#)

"The .INFO domain allows us to show information about our island."

[de.med.info:](#)

"The site has information about medicine, diseases and health!"

[wilderkaiser.info:](#)

"We chose a .INFO site a few years ago, because of our mission - to share INFO with guests and prospective guests of Wildkaiser."

hear from .INFO site owners

GlutenFreeHelp.info

Gluten is the composite of two proteins, called Gladin and Glutenin. These exist combined with starch in grass related grains such as wheat, rye and barley. When dough is made to make bread, gluten is formed and assists with the rise of bread and teams up with starch to form the bread's final shape. Gluten is found in pretzels, beer, pizza, pastries, and many other popular foods.

Many people all over the world are faced with gluten intolerance or gluten sensitivity and Celiac Disease. Tina Turbin, the creator of GlutenFreeHelp.info, was diagnosed with Celiac Disease after years of doctor appointments and tests. She wanted to create an informative site that provided people facing these conditions with information on symptoms, treatments and tips on how to live a happy gluten-free life.

While choosing a name, Tina wanted to make sure the goal of her site was obvious to her visitors. For Tina, the .INFO domain name just made sense. Visitors of GlutenFreeHelp.info can find

basic, as well as advanced information, on subjects of gluten intolerance, gluten sensitivity, allergies and Celiac Disease from Tina, as well as nutritionists, doctors, and researchers. In addition, the site contains practical and tasty food suggestions including recipes ranging from orange-iced lemon shortbread cookies, to flank steak with chimichurri sauce.

.INFO has provided GlutenFreeHelp.info with a unique Web address that has enhanced the site's Web presence and has been a key asset to making the site a popular, informative resource on the Internet. "By having a .INFO site, it makes my website unique," said Tina Turbin, GlutenFreeHelp.info's creator. "It has not only increased my Web presence, but has helped GlutenFreeHelp.info reach its goal of providing information on these topics to the people who need it."

With a great name, as well as great information, GlutenFreeHelp.info has become an important resource to those facing Celiac Disease around the world.



GlutenFreeHelp.info



WhatIsFailWhale.info

WhatisFailWhale.info

Whatisfailwhale.info is a repository of links, images, and other artifacts dedicated to the iconic Twitter Fail Whale, which is a graphic illustration of a whale held up by a flock of birds illustrated by Australian designer Yiyi Lu (@yiyinglu).

This graphic is employed during periods of downtime by the social networking service www.twitter.com, which allows users to submit and share brief messages known colloquially as "tweets." When Twitter gets overloaded, users see the "Fail Whale" error message.

This "Fail Whale" illustration has been profiled by *CNN*, *New York Times*, *BBC*, *Wired Magazine*, *National Public Radio* and many other media channels and has acquired its own fan club with over 10,000 Facebook Fans & Twitter followers. A passionate community of fans have created many forms of creative art in the Fail Whale's honor.

The Fail Whale is an Web 2.0 icon and aims to improve user loyalty by showing empathy. This image brings a human touch to a moment of frustration and now is turning into a pop culture icon for the Web 2.0 crowd.

Solicitor.info

Solicitor.info is a website dedicated to providing people in the UK with collected information and opinions about UK solicitors, otherwise known as lawyers. The website was created to help people find a good solicitor in their area. The site uses the basic and trustworthy concept, word of mouth, to connect consumers to professionals through the Internet.

David Sprake, the owner and creator of solicitor.info, says, "I chose .info because most people search the Internet for information and, in that respect, .info is absolutely perfect. Using .info has helped my Web presence by providing me with a good name. I recommend .info to anyone with a website containing information."



Solicitor.info

Maine.info

Maine is known for its jagged, mostly rocky scenery, its dense forests, and delectable lobsters. The options of activities are endless for tourists of Maine, whether hiking up a mountain to camp, sailing or rowing down the coast, or indulging in the New England culture through Maine's delicious seafood.

Gary Korn, publisher of Maine.info, wanted to create a website that would provide potential visitors to the state with information on Maine's culture, cities, islands and activities. He wanted a site that both visitors and locals could use as a resource for local festivities, restaurants, wildlife and hotels. He knew he had to choose a short, easy-to-remember Web address that would drive visitors to his site. So he chose a .INFO domain.

Getting a .INFO domain name was an easy choice for Gary. Back when the .INFO top-level domain (TLD) was first launched in 2001, Gary chose Maine.info as his domain because it tells viewers exactly what they will find on his site even before they visit. It is a short and easy name to remember so people can visit the website again. By choosing a .INFO name, Gary was able to get the exact domain name he was looking for!

.INFO has enabled Gary's site to rely on organic search engine growth and intuitive traffic. Maine.info attracts between 5,000 and 10,000 pageviews daily without doing any Web or print marketing, far more than other Maine tourism sites such as Maine.com. "Even compared to the 50 .com States in the United States, Maine.info ranks 11th in traffic (according to compete.com)," said Gary Korn.

Maine.info has received thanks from customers for the site's great services and allows its visitors to add their own comments, experiences and suggestions in its story section.

As a result of both a great name and an intuitive and interactive site, Maine.info maintains its top ranking and is now cited by governments, colleges, universities, libraries and other institutions from across the United States and elsewhere as a resource for information on the state of Maine.

MoveYourMoney.info

MoveYourMoney.info was featured on the CBS Sunday Morning Show on February 28, 2010. The program discussed the current "Move Your Money" movement launched by Arianna Huffington in response to the public's frustration with big banks.

The Huffington Post says that: "Just minutes after Arianna Huffington announced the campaign, Facebook users became fans of the project – over 7,000 in seven days – and started sharing their stories through the Move Your Money fanpage as well as the Huffington Post page."

The Move Your Money project now has over 35,000 fans on Facebook.

MoveYourMoney.info was referenced as the site to learn more about how people can safely move their money into smaller banking institutions. You can track the Move Your Money movement on Twitter with the #moveyourmoney hashtag.



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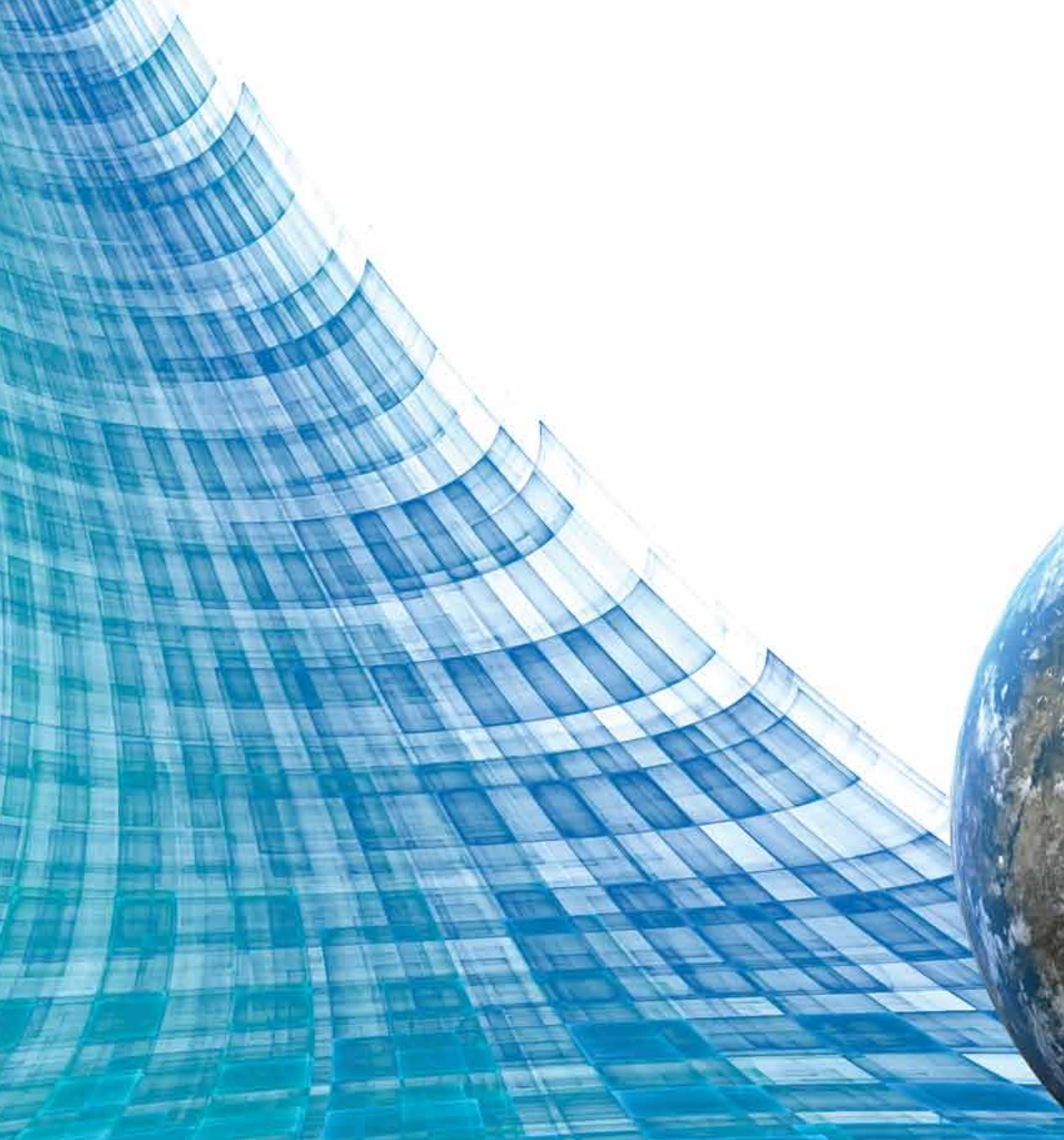
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