



Media Contact

Rob Monster  
[rob@domainstrategies.com](mailto:rob@domainstrategies.com)  
425-765-0077

For Immediate Release  
October 11, 2007

## **Rob Monster announces launch of Domain Strategies and west coast HQ for Internet Real Estate Group LLC**

*Domain owners now have a way to connect with seasoned entrepreneurs and smart capital to unlock the true value of high potential domains.*

Seattle, WA- Domain Strategies, Inc. announced today the launch of a new website to connect Domain Owners with visionary entrepreneurs and smart capital in order to unlock the true business potential of premium domain names.

Rob Monster, Founder and Chairman of Domain Strategies, explained the logic for the new company. "I have been a passive investor in domain names since 1998. Earlier this year, I became more deeply familiar with the state of the Internet domain market, and specifically the inefficiency of the existing approaches for matching world class domain names with the resources to develop them. Domain Strategies gives the community of domain owners ready access to the talents of business savvy entrepreneurs and smart investment capital in order to develop, launch and expand domain-centric businesses. Domainers often have excellent domain names, but lack the operating skills, relationships and financial resources to turn those into category-leading online businesses."

DomainStrategies.com features a searchable portfolio of premium domains available for purchase or investment. As an open market place, domain owners are invited to submit their domains to the DomainStrategies.com for review and inclusion. DomainStrategies works with the domain owner to merchandise the domains to the right group of entrepreneurs and investors.

Domain Strategies was founded by Rob Monster of Monster Venture Partners. Mr. Monster founded GMI (Global Market Insite, Inc.) and is winner of the 2005 Ernst & Young Entrepreneur of the Year award in Technology and Software (Pacific Northwest). He serves on the boards of GMI, Healthcare.com, Demoxi, Clickable.com, Gateskate, GoLife Mobile, Worldlingo and Patents.com.

Concurrent with the launch of Seattle-based Domain Strategies, Rob Monster, President of Domain Strategies has joined Internet Real Estate Group, [www.InternetRealEstate.com](http://www.InternetRealEstate.com), as a Partner of the Boston-based company. Internet Real Estate Group (IREG) is a leading developer of premier domain names, including

Software.com, Podcast.com, Phone.com,, Chocolate.com, and Patents.com.. Rob Monster's venture capital group, Monster Venture Partners, is also making an equity investment in Internet Real Estate Group, as well as backing the launch of group Company, Patents.com, which he currently serves as Chairman. As part of a strategic partnership to develop the mid-market for Internet domains, IREG has also received an equity interest in Domain Strategies

“As we continue to acquire and develop important category generic domain names into businesses and brands, we look to add ‘best in breed’ partners. Rob Monster’s demonstrated expertise in operations and finance as chairman of our affiliate Patents.com LLC made it very clear that, as an overall partner of Internet Real Estate Group, he would allow us to take our company to a new level”, said Andrew Miller, Co-Founder and President of Internet Real Estate Group.

“Having a West Coast presence for Internet Real Estate Group has been a priority for us. Rob’s expertise will allow us to grow our portfolio businesses and brands bigger and faster. Our partnership with Domain Strategies will enable us to expand our development into a new range of domain assets, and allow both companies to take advantage of the many domain opportunities that before this, we lacked the bandwidth to pursue.” added Co-founder Mike ‘Zappy’ Zapolin

Domain Strategies is also pleased to announce that the company has entered into an agreement to acquire DNfolio, an aftermarket domain marketplace serving domainers, investors and entrepreneurs across the globe since 2004. Jeff Kubarych is the Founder of DNfolio.com. Dnfolio.com will continue to operate as a strategic business unit under Mr. Kubarych's direction and will focus on sub-premium domains which are of high quality but do not meet the criteria for representation by Domain Strategies. Upon closing of the transaction, Mr Kubarych will join Domain Strategies management team as Co-founder and Director of Corporate Development, based in Greenwich, CT.

Domain Strategies’ portfolio of domains under management includes more than 5,000 domains controlled by Monster Venture Partners, more than 600 domains controlled by Internet Real Estate Group, as well as selected domains from some of the leading domain portfolio companies from around the world.

#### **About Domain Strategies, Inc,**

Domain Strategies is a pioneering leader in the field of internet domain development. The company partners with domain owners, visionary entrepreneurs and smart capital to unlock hidden value in high quality internet domain names. Using a proprietary three step process for domain assessment and development, DomainStrategies unlocks intrinsic domain value by assisting domain owners to build a value added business on top of their domain name foundation.

#### **About Internet Real Estate Group**

Internet Real Estate Group, LLC, [www.InternetRealEstate.com](http://www.InternetRealEstate.com), a leader in the acquisition and development of category generic domain names and online brands, owns

a portfolio of businesses including Software.com, Patents.com, Sweepstakes.com, Phone.com, Podcast.com, Chocolate.com, Jeans.com and Consultants.com, comprising a media network of businesses and communities representing some of the most important online categories.

**About Monster Venture Partners, LLC**

Monster Venture Partners is a new breed of early-stage venture capital firm based in Seattle. Our investment philosophy is to engage in a genuine hands-on partnership with founders to jointly create value for all stakeholders. For larger opportunities, we co-invest with leading investors from around the world, selecting from a universe of like-minded investors who are able to add strategic value. We are focused on three primary verticals: (1) marketing technology, (2) consumer healthcare, and (3) global consumer internet.