

SECOND TO NONE



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THE RISING VALUE OF INTERNET REAL ESTATE Announcing the auction of PerformanceWealth.com

LOS ANGELES - The business of buying and selling domain names is continuing to heat up as individuals attempt to turn a \$10 registration into a long-shot investment worth millions. In 2008, the public has seen sales of at least three seven-figure domains and another 70 six-figure domains. That's the range expected for the private auction of PerformanceWealth.com, a set of 16 premium domain names with an opening bid of \$250,000.00, scheduled to start September 1, 2008 and end November 5, 2008.

A domain name is an Internet address such as www.yahoo.com or www.google.com, and according to industry-leader Verisign, Q2 of 2008 saw domain registrations up 21% year over year – this translates into more than 87 million active ".com" and ".net" domain names. Scarcity of available and memorable domain names is now fueling the secondary market of domain name sales.

“We’re seeing the large pool of registered domain names maturing as valuable assets, and that means a lot of new business opportunity in Internet real estate,” comments Matthew Leeds, owner of [Whitefrog Design](http://WhitefrogDesign.com), LLC and coordinator of the PerformanceWealth.com auction, “As these assets mature, the prospect of selling domain names becomes less about volume and more about quality.”

To make Performance Wealth more attractive to businesses, the auction features an assembled collection of 16 similar domain names, a strategic implementation report courtesy of [The Black Boxes \(a branding, design and marketing firm\)](http://TheBlackBoxes.com) and ownership of trademarks. This will help to provide the new owner of PerformanceWealth.com a competitive edge.

“It’s about creating a marketplace for your domain and realizing that your best customer is a business and businesses purchase assets,” advises auction coordinator Matthew Leeds.

In addition to the cutting edge business practices at work, the Performance Wealth auction also has a philanthropic side. 10% of the full purchase price of the Performance Wealth auction will be donated to help build and support orphanages for children in Tanzania who have lost a parent to the AIDS epidemic of Africa - more information can be found at www.africaharvestofhope.org.

“Domain names have been bought and sold between insiders for years,” continues Leeds, “and we’re excited to test the effectiveness of marketing to mainstream audiences.” If all goes as expected, the business with the highest bid will become the new owner of Performance Wealth when the auction concludes midnight on November 5, 2008.

Matthew Leeds is the owner of Whitefrog Design, LLC and coordinator of the Performance Wealth auction. Whitefrog Design, LLC is a web development firm located in southern California that partners with businesses who need expert advice when selling online – for more information visit www.whitefrog.org.

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If you'd like more information about this topic, or to schedule an interview with Matthew Leeds, please call 909 / 748-1525 or e-mail info@performancewealth.com.