

New Belgium Brewing Company Joins Minds + Machines Pioneer Program

find.beer and sour.beer among the 29 .beer names chosen

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New Belgium Brewing Company, the third-largest craft brewer and eighth-largest overall brewery in the U.S., has joined the Minds + Machines Pioneer Program for .beer. New Belgium will be one of the first breweries to use and promote their .beer domains, which include **newbelgium.beer**, **nbb.beer**, **sour.beer**, **find.beer** and more.

New Belgium, recently nominated the third most influential beer website in the world by beerbloggersconference.org, has also secured several .beer domains for use to promote their popular brands, such as **fattire.beer**, **ranger.beer**, **1554.beer** and **shift.beer**.

find.beer will link New Belgium customers to a beer-finder service, enabling beer enthusiasts to easily find and procure their exemplary range of beers available across the U.S. In addition, they will be integrating each individual .beer brand site into their marketing and social media campaigns over the coming months.

New Belgium's famous sour beer program has a new online home as well – **sour.beer**.

Kevin Darst, Digital Marketing Director of New Belgium, said:

"We love the fact that beer now has its own domain on the Internet and we're excited to be part of that right from the beginning. Specific .beer websites allow us the freedom to create new ways for customers to interact with us, through easier search, exclusive promotions and sneak previews of the many new exciting innovations coming from New Belgium over the next year."

Minds + Machines has set up a Pioneer Program for .beer, welcoming notable beer brands and personalities to take their pick of available premium and standard names to promote themselves and the .beer top-level domain. Minds + Machines has a Pioneer Program for each of its new top-level domains. Further details are available at marketing@mindsandmachines.com

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About Minds + Machines

Minds + Machines (LSE:MMX) is a leading owner and operator of new generic Top Level Domains ("gTLDs"), and provides registry services to a range of high-profile clients. The Group also provides domain name services to consumers through its wholly owned registrar operations in the US and Europe. For more information on Minds + Machines and its services and companies within the Group, please go to investors.mindsandmachines.com.

New Belgium Brewing Company

New Belgium Brewing, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, is recognized as one of Outside Magazine's Best Places to Work and one of the Wall Street Journal's Best Small Businesses. The 100% employee-owned brewery is a Platinum-level Bicycle Friendly Business as designated by the League of American Bicyclists, and one of World Blu's most democratic U.S. businesses, and a Certified B Corp. In addition to Fat Tire, New Belgium brews nine year-round beers; Ranger IPA, Rampant Imperial IPA, Shift Pale Lager, Snapshot Wheat, Sunshine Wheat, 1554 Black Lager, Blue Paddle Pilsener, Abbey Belgian Ale and Trippel. Learn more at www.newbelgium.com.

For further information

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