

Go Daddy Signs YesDirect Deal

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Domain registrar Go Daddy (godaddy.com) announced on Monday it has signed a partnership with online traffic and business solutions provider YesDirect (yesdirect.com).

The agreement will enable Go Daddy to sell YesDirect's portfolio of more than 600,000 domain names on the Domain Name Aftermarket, Go Daddy's domain auction house.

Go Daddy says the Domain Name Aftermarket provides customers with a safe and secure marketplace to either bid on a domain name or post a domain for sale. Similar to a real estate listing service, the Domain Name Aftermarket receives a small commission percentage on each auctioned name.

"Top-notch domain names will sell at an unbelievable premium," says Bob Parsons, Go Daddy founder and president. "Some of these domains have the potential to fetch prices in the hundreds of thousands of dollars. By partnering with YesDirect, we have increased the value of our domain auction site, while our new partners have increased their exposure."