**Get .FUN because it’s the address for the lighter side of the Internet**

.FUN is a short and meaningful new domain extension, perfect for individuals and organisations focussing on entertainment or leisure sectors by creating a brand image that is young, vibrant and relatable. It’s the lighter side of every brand.

**Get .FUN because it empowers your online persona.**

.FUN is for anyone looking for a goofy website, a comedy blog or a place to show off one’s favourite pastime.  With a .FUN domain extension, you can build your online personality as that of a fun and affable entity.

**.FUN is for:**

* Events: Parties, Clubs, Festivals
* Gaming : Online gaming, Video games, Board games
* Tourism: City Guides, Tours, Activities
* Entertainment Industry, Celebrities, Television Humor
* Comedy: Artists, Social Media, Gags, Viral Videos
* Kids: Play Schools, Social Engagements, Toys
* Bloggers: For any type of ‘fun’ personal sites & blogs
* Companies: To showcase their lighter side
* Startups

**Why .FUN?**

.FUN is a web address for individuals or organisations who wish to entertain the target audience, or engage them in a fun way. A .FUN extension creates a brand image that is seen as young, vibrant and flexible - apt for an entertainer. It’s the .FUN side of every brand.

**How can you use a .FUN domain?**

1. Brand Positioning
2. Targeting a certain audience
3. Creativity
4. Dedicated URL for Innovative Marketing Campaigns
5. Brand Protection

**Who is using .FUN?**

* [Gurucool.fun](https://gurucool.fun/) Inspiring kids through exciting games & activity kits
* [Jumpup.fun](http://jumpup.fun/) The first trampoline park in Bahrain