****  
The Lighter Side of the Internet

**Why .FUN?**

.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.

**Who is .FUN for?**

.FUN is for anyone looking for a goofy website, a comedy blog or a place to show off one’s favourite pastime. A .FUN domain can be used by various kinds of users or communities, which could include:

* 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

**Who is using .FUN?**

* [Placesfor.fun](http://www.placesfor.fun)   - A platform to find places to have fun with your kids
* [Ifibiz.fun](http://www.ifibiz.fun)   - The application that revolutionized the world of short trade options
* [Healthy.fun](http://www.healthy.fun) -  A place where being healthy is fun!

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

* Brand Positioning
* Targeting a certain audience
* Creativity
* Dedicated URL for Innovative Marketing Campaigns
* Brand Protection