

Snowsports jump on .ski domain for websites

By Jason Blevins, Denver Post

The .ski domain launched onto the Web earlier this month, creating the Internet's first domain space for snowsports.

The new top-level domain is a fresh start for athletes, ski makers, ski resorts and other snowsports companies seeking to carve their own corner of cyberspace.

Tom Kelly, vice president of communications for the U.S. Ski and Snowboard Association, said .ski soon will become "an essential part of a skier's digital tool kit."

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