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The Coalition Against Domain Name Abuse Continues to Build Momentum

WASHINGTON, November 5, 2008 – The Coalition Against Domain Name Abuse (CADNA) is honored to announce the addition of Hewlett-Packard Company and InterContinental Hotels Group to its membership. With the great momentum generated by its educational forums and other advocacy efforts, CADNA is moving into 2009 strengthened by the addition of these new members.

CADNA has been working diligently to further international and national policies that combat the practice of cybersquatting, and has gained a reputation as a committed public interest watchdog. Its growing influence is fueled by the principled goals of its members, who are dedicated to protecting their brands and their customers. As brands continue to learn about the prevalence and practice of online criminal activities, CADNA finds companies increasingly eager and motivated to join the coalition's fight against online trademark infringement.

In line with its work to promote awareness about the practice of cybersquatting and the extent of its effects, CADNA has built an interactive calculator that brand owners can use to estimate how much revenue they are currently losing as a result of this criminal practice. By answering a few simple questions, brands can instantly receive an estimate of the costs of cybersquatting under the current governing system and a comparative estimate of the costs of cybersquatting under a system that has been reshaped through CADNA's efforts. To use this calculator and learn more about how you can get involved in combating online fraud, visit www.cadna.org.

The Coalition Against Domain Name Abuse (CADNA) is a 501(c)(6) non-profit organization dedicated to ending the systemic domain name abuses that plague the Internet today.

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