



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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THE APPALOOSA HORSE CLUB PARTNERS WITH MMX, THE REGISTRY BEHIND DOT HORSE

MOSCOW, Idaho— Minds + Machines Group Limited (LSE:MMX), the registry operator for .horse domains, and the Appaloosa Horse Club are pleased to announce their partnership. Members of the international breed registry for the distinctive, spotted horses now have the opportunity to secure newly available website names and email addresses ending in .horse instead of .com to help promote their activities. Furthermore, through the partnership – Appaloosa Horse Club members will be able to secure their names at rates significantly below the high-street price whilst raising money for the ApHC at the same time.

“Horse is for everyone in the horse world - whether you are a riding instructor, saddle brand or someone who blogs about horseback riding,” says Toby Hall, CEO of MMX. “As the registry behind .horse, we have a keen interest in making sure that the best .horse domains go to individuals and entities who are truly knowledgeable and passionate about the equine world. We envision .horse as the next big platform for communication within the horse community and are delighted to have the support of the Appaloosa Horse Club.”

“The Appaloosa Horse Club is excited about being a part of the .horse community,” said Steve Taylor, CEO of the Appaloosa Horse Club. “We really think it’s going to help build the brand for us and for our members, especially the professionals who are influential and have an online presence. We’re especially pleased to be able to call ourselves a pioneer with .horse and look forward to a lot of growth in several areas of our business and our membership.”

The new .horse domain names work the same as .com addresses with the added benefit of offering Appaloosa Horse Club members unique domain names not currently available on a .com. Early adopters of .horse include www.Amazon.horse, www.Pinto.horse and www.HorseTales.horse.

For more information on the .horse domain name offer which is available to ApHC members for as little as \$10, please [click here](#).

About MMX

Minds + Machines Group Limited (LSE:MMX) is the owner and operator of a world class portfolio of top-level domain assets (gTLDs). As a sales and marketing-led registry business, we are focused on commercializing our portfolio in partnership with our expanding global network of distribution partners.

The MMX portfolio is currently focused around geographic domains (e.g. .london, .boston, .miami, .bayern), professional occupations (e.g. .law, .abogado, and .dds), consumer interests (e.g. .fashion, .wedding, .vip), lifestyle (e.g. .fit, .surf, .yoga), outdoor activities (e.g. .fishing, .garden, .horse) and generic names such as .work

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and .casa. As a business, we work through our expanding international network of registrars and distribution partners to bring the benefits of affinity based domain addresses to B2B and consumer audiences. For more information on MMX, please visit www.mmx.co

About the Appaloosa Horse Club

The Appaloosa Horse Club (ApHC) honors the heritage and promotes the future of the Appaloosa horse by provide services for the benefit of its members which encourage Appaloosa ownership and participation; fosters growth and membership in the Appaloosa Horse Club through promotion, recognition, advertisement and publicity of the Appaloosa; and charters a regional, national and international network of clubs or associations and provide support and assistance to them in their efforts to promote the Appaloosa breed. For more information on ApHC, please visit <http://www.appaloosa.com/>

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