

<http://www.pocket-lint.com/news/12661/cruise-buys-cruises-for-pound560k>

Company pays over half a million for domain name

£560,000 to add an "s"

by Amy-Mae Elliott published on 6 February 2008

A cruise operator has broken the record for the amount paid for a domain name by a British company by paying £560,000.

Cruise.co.uk bought the domain Cruises.co.uk from German travel company Nees Reisen, adding just one letter to its existing domain.

The previous British record was recycle.co.uk which was recently bought £150,000 by ASAP Ventures. The global record is held by Sex.com which was purchased for a reported £7 million by Escom in 2006.

The new owner of Cruises.co.uk said: "We wanted the top positions so that when internet users are searching for cruise deals, reviews or news we are the first port of call". Oh dear.

