

<http://www.pocket-lint.com/news/5326/hellcom-domain-name-auction-cameracom>

## No one wants hell.com for a million bucks

Auction fails to find a bidder willing to pay the \$1 million reserve price

by Amber Maitland published on 30 October 2006

An internet domain name auction held last Friday failed to attract the bidders its sellers were hoping for.

Hell.com was expected by domain asset management provider Moniker.com to be hot property, and had a \$1 million reserve on it, but didn't sell, and is therefore now for sale in a silent auction. It is believed at the moment to be used by Final.org, an artists' collective, who use it as a "private destination" for their artwork.

Other domain names did drum up considerable interest. Camera.com is reported to have sold for \$1.5 million, while Flowers.mobi pulled in \$200,000, while fun.mobi went for half of that.

