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- On August 19th and 21st, TLD Registry and .CLUB Domain co-hosted Mid-Autumn Festival Parties in Beijing and Xiamen. Registrars in the Greater China area were invited to the parties.

- During the parties, TLD Registry and .Club Domain sent premium domain names as the final prize as part of a lucky draw. TLD Registry gave out “Chang'E.Chinese Online” (a Chinese goddess represents Mid-Autumn Festival) and “TuanYuan.Chinese Online” (means reunion). .Club sent two typical regional domains to guests, “WoaiBeijing.club” (I love Beijing) and “WoaiXiamen.club” (I love Xiamen).

- Before the Beijing Party, TLD Registry launched their Chinese Domain Ambassador Program, which was another big move of introducing Chinese domain names. TLD Registry selected 20 young professionals in China to become Chinese domain name ambassadors for one year. All of them have a deep passion in domain name investment and hope to learn more about this industry. They will be the company's ambassadors for introducing fully-Chinese domain name.