

## Los Angeles Domain-holder and Celebrity Photographer Fernando Escovar Reveals His Hand With Internet Domain Names

*A domain name is real estate on the Internet, and he started his new business and direction with names as simple as fotografer.com.*

For Immediate Release

TOLUCA LAKE, Calif./EWorldWire/Sep. 6, 2007 --- Fernando Escovar, a celebrity portrait photographer in Los Angeles who captures the elite like David Beckham, Shaquille O'Neal and Eva Mendes, is offering his ownership of over 1,000 domain names for sale.

This is the story of how his acquisitions started and accumulated.

In 1997, Escovar needed a name for his new Web site but someone had already taken his name. His popularity ensured his name had been cyber-squatted, and he was surprised that someone would take his name. The result was he decided to make up a name that would appropriately represent his business.

Photographer.com was taken, so he got creative and came up with Fotografer.com. "I bought my first name at Network Solutions, and after a year, I realized I was over-paying for services so I changed to another registrar."

At first, Escovar didn't know he could buy more than one name, so he bought fotografer.com and then another and so on.

"Next thing I knew, I had over 3,000 domain names and it became an addiction to be searching for names and acquiring and even buying names on Ebay.com.

"The more I understood the Internet, the more I wanted a part in it and of it. I wanted to start various Web sites with all my ideas."

"I recently sold Shipia.com a third-party eBay.com Web site that ensures buyers that they are getting a fair deal on shipping and not being overcharged.

Another venture was a search engine for geographic locations named Localidad.com, for localized searches, but Escovar became bored of it and sold it, too. His other idea was buying names that were in Spanish. "I saw what happened to all the domains in English, so I figured history would repeat itself in Spanish."

Recently he sold SpeedboatTV.com for 300,000 to Chris Davidson, owner of the Elvis-a-rama in Las Vegas which he just sold to Bob Sillerman of CKX.

Escovar has announced that he is going to sell one of his portfolios of his prized domain names in October. The lot will include over 1,000 names and it's estimated that the lot will sell between four and five million dollars.

To learn more, contact David Palmer of Palmer PR Los Angeles at 818-7267269.

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**KEYWORDS:** internet's main players of domain names, new business, sell portfolio, internet, name website, domain name portfolio

**SOURCE:** Fernando Escovar