

Letter to .SOL Community

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SNS
Web3 Identity for Everyone

Dear .SOL Community,

Since we began our journey on Solana in 2020, we've experienced an incredible ride with both ups and downs. Through it all, our commitment to our community and our protocol has remained unchanged. We've always prioritized your feedback, using it as our guiding star to drive improvements. This dedication has paid off: SNS is now the second-largest blockchain name service, just behind ENS, and we're on track to rank first.

However, one piece of feedback has always lingered: "Admin, wen SNS??" Well, the time is now. We have decided to rebrand entirely from Bonfida to SNS. This is a new identity, but our vision remains unchanged. Our obsession continues to be building the best blockchain name service on the best blockchain.

With this rebranding, we reaffirm our commitment to the Solana ecosystem, positioning SNS as a core infrastructure powering all Solana users' on-chain identities. Our mission isn't complete until every public key is replaced with a .SOL domain. Our mission isn't complete until every developer knows how to use SNS. Our mission isn't complete until we are the number one blockchain name service.

We're doubling down, going harder than ever, and putting the community first. Exciting changes are on the horizon with SNS, and we can't wait to share them with you. To celebrate this rebranding and our future plans, we are open-sourcing more of our code.

Thank you for standing by us, for believing in us, and for being an integral part of this wild journey.

The SNS Team