

.tel now affordable for businesses of all sizes

MySpace, BT and iWelt to start selling .tel

LONDON, 24 March, 2009: Telnic Limited (www.telnic.org), the registry operator of the new .tel top level domain, has announced the General Availability of domains for all businesses. From today, large and small businesses can register and begin using their own .tel domain, opening up new communication channels with customers and making themselves more accessible online.

Commenting on the general availability, Khashayar Mahdavi, CEO of Telnic said: "The launch of .tel represents the most significant innovation for the internet since .com. With prices ranging from \$14 to \$35 a year, .tel domains represent incredible value for money to companies of all sizes, especially given the increased discoverability a .tel provides them through search engine optimisation."

Tens of thousands of businesses worldwide have already registered their .tel domains, ranging from international corporation Nestlé (nestle.tel) to local company Bellwood's Removals (removals.tel) of Huddersfield in the United Kingdom.

Today a number of new organizations announced that they were to begin selling .tel domains to customers, including MySpace, German directory services organization iWelt and BT. BT will begin selling .tel domains in May, initially in association with its social networking site for small businesses BT Tradespace, www.bttradespace.com. BT Tradespace is a 300,000 strong community that provides the latest social media tools to small businesses so they can attract and engage with customers and partners.

.tel domains can also be purchased from well over 100 ICANN-accredited registrars. For more information on where to purchase please visit <http://telnic.org/business-buy.html>.

About Telnic Limited

Founded in 2000, Telnic Limited is the UK-based Registry Operator and Sponsoring Organization for the new .tel sponsored top level domain (sTLD). For more information regarding the .tel domain or Telnic Limited, please visit <http://telnic.org>. .tel was launched to trademark holders on December 3, 2008 and will be available to everyone else on March 24, 2009.

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