



## **Davos to connect with the world through DAVOS.tel**

*Location for World Economic Forum now easily discoverable from any internet-connected device*

**LONDON, United Kingdom – 27<sup>th</sup> January, 2009** – As the World Economic Forum (WEF) kicks off in Switzerland talking about economic regeneration and the further bridging of the digital divide, Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new .tel top level domain (TLD), announced that the host town for the WEF is amongst many municipalities, towns and cities that are securing their .tel domain names.

Davos.tel, Davos-Kloisters.tel and Davos-Congress.tel will enable the town and its amenities to be accessible from any device connected to the internet, very quickly and at very low cost.

“2009 will bring a revolution in the ability for organizations to be more accessible to individuals online as the ease of publishing complex information choices simply and affordably is achieved with the .tel,” explained Khashayar Mahdavi, CEO of Telnic Limited. “With one year to go to the deadline for the Lisbon Agenda set by the WEF to enhance people’s lives through technology, .tel enables the ability to bring people and organizations together in a very simple way.”

Other cities that have secured their .tel domains include Berlin, Barcelona and Paris, to name a few, as well as several municipalities in European regions. Perhaps the longest .tel request to be submitted so far was also by the Confederación Provincial de Empresarios de Santa Cruz de Tenerife, applying for its eponymous domain.

The Sunrise period which enables trademark owners to protect their intellectual property ends on Monday 2<sup>nd</sup> February 2009, after which time anyone can apply for any available .tel domain. For more information, please visit [www.telnic.org](http://www.telnic.org).

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