



.tel Landrush to start soon

Two-week countdown begins

LONDON, United Kingdom – 20th January, 2009 – With two weeks to go before Landrush for the innovative new top level domain .tel, trademark owners have a limited time to apply for their domains before applications for any domain open to all.

Anyone will be able to buy a .tel domain from 3.00 p.m. GMT on Tuesday 3rd February 2009, enabling them to have one secure and easy-to-manage address for life which they own and where people will be able to view from any device connected to the internet and contact them with simple 'click to communicate' functionality using any and all existing communications types. As no web hosting, web development or deep level of technical expertise is required, .tel domains are a revolution in the use of domain names and internet publishing and ideal for individuals and small businesses with limited resources.

.tel domains have gained significant interest from the mainstream media in the run-up to this significant launch date, including:

- “The Google of online phone books” Michal Lev-Ram, CNN/Fortune
- “The new domain, which stores and encrypts contact information directly into the Domain Name System, has the potential to become a phone book for the Internet.” Danielle Belopotosky, New York Times
- “Telnic's approach is revolutionary” Jennifer L. Schenker, BusinessWeek
- “Think of .tel as a ‘live’ global white/yellow pages directory or communications hub that crucially leaves control of the contact and other information in the hands of the domain owner who can set different levels of access for different visitors.” Paul Taylor, Financial Times
- “It’s the mother of all telephone books” Dean Takahashi, VentureBeat

With over 120 ICANN-accredited registrars signed up with Telnic, levels of pre-orders (applications for .tel domain names taken by registrars to submit the instant Landrush commences) are being called ‘unprecedented’ by some in the registrar community.

For further information, please visit www.telnic.org

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