

First .tel domains go on sale today

Webless web innovation drives new way to communicate

London, United Kingdom – Wednesday 3rd December, 2008 - Telnic Limited (www.telnic.org), the registry operator of the new .tel top level domain, begins accepting applications for trademarks from businesses and organizations worldwide. From today until February 2nd, trademark owners can register .tel domains for their brands and company names, providing them with a 'live' comprehensive listing in the first global, mobile-optimized online directory.

Commenting on the commencement on the Sunrise period, Khashayar Mahdavi, CEO of Telnic said:

"The launch of .tel represents the most significant innovation in the domain name system since the advent of .com. Essentially, the .tel offers businesses of all sizes a fast, efficient, adaptable and intelligent service that will let customers interact with them in any way they want. Anyone that wants to communicate better with their customers should purchase a .tel."

Trademark holders can register a .tel domain through a network of ICANN-accredited registrars on a first-come, first-served basis over 29 countries worldwide in all major territories. Over 120 registrars worldwide spanning 29 countries have already signed up to work with Telnic and new registrars are becoming active on a daily basis.

Amongst Sunrise registrars, expectations for .tel are positive. Nick Wood, Managing Director of UK registrar Com Laude and manager of domains on behalf of brands such as said:

"Telnic has embarked on this Sunrise period to give brand owners around the world the opportunity to secure their .tel domain ahead of the general public. .tel is very innovative and offers brand owners a new way of communicating with customers and we expect that companies will take advantage of this opportunity to register their domain. Based on the level of interest we're already seeing, we believe .tel is going to be very popular with brand owners."

Telnic is working closely with NeuStar and validation agent Deloitte within this two-month Sunrise period.

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