

New York's Finest buy NYPD.tel

LONDON, United Kingdom – January 21st, 2009 - Telnic Limited (www.telnic.org), the registry operator for the new .tel top level domain (TLD) today announced that the New York Police Department had purchased its trademark-protected .tel domain name. With over 123 different local precinct telephone numbers, emergency and non-emergency contact information and crime reduction initiatives, a .tel will provide easy and clear access for anyone to get in touch with who they need to especially from mobile devices.

“Many public service organizations have a large number of services, all with different contact points,” said Khashayar Mahdavi, CEO of Telnic. “With a .tel domain, the ability to organize all services in an easy-to-navigate way means that information is delivered quickly and easily, taking the stress out of finding the right information. Now, New York’s finest will be just a click away.”

Other public service organizations and utilities with trademarks are also registering their .tel domains during the trademark protection Sunrise period. La Poste, the French postal service, has also registered its .tel domain which might be used to signpost people to all of the different services it offers, from finding a post code to tracking a delivery of your package by SMS or the locations and contact details of its retail outlets. Additionally, the French national railway company SNCF also registered its .tel domain to be able provide everything from customer service and emergency contact information through to travel information, all from a single point of entry.

The National Health Service (NHS) in the UK also registered its .tel domain, enabling people in future to access all of the information and health services that it currently offers, including telephone and online health advice for people to use in the first instance rather than calling the emergency services immediately. It can also quickly set up and take down emergency telephone numbers to respond to epidemics where many people are looking for information or reassurance on viruses or large scale accidents.

Mahdavi adds: “Clearly, the number one priority for public services and amenities is to provide a clear way for people to get the information they need quickly. As .tel domains are focused solely on contact information, they provide the best way for people to gain access to the services they need regardless of the device they are using.”

Towns, cities, municipalities and other public sector and government services that don’t own their trademarks can all apply for their .tel domains from February 3rd 2009. More information on .tel and how to purchase them can be found at www.telnic.org.

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