

Small businesses, welcome to the webless web

Innovative .tel service means discoverability without technical ability

LONDON, United Kingdom – February 3rd, 2009 – Telnic Limited (www.telnic.org), the registry operator for the new .tel top level domain (TLD), today announced that small businesses and owner-managers around the world can now get their own domain name which can be used to help discover you online without the need to build, maintain and host a full website. Dubbed the ‘webless web’, .tel domains are set to open up internet publishing to everyone, regardless of budget or technical expertise.

“Small businesses have been caught between a rock and a hard place when it comes to getting benefit from the Internet,” said Khashayar Mahdavi, CEO of Telnic. “Until now, they either needed the skills in-house to develop and maintain a website, or pay for others to do the same, all without knowing whether or not it was of interest to their customers. Now, with .tel, small businesses get a presence online, akin to a listing in a directory service, but under their own brand and their complete control, at a fraction of the cost of a listing in a traditional directory service.”

The one-off cost for a .tel domain includes everything a small business needs to get up and running and discoverable online from any device connected to the internet. In addition to storing contact information, location-based information and an unlimited number of key words to help increase discovery in search engines like Google, small businesses can use it to manage their costs by using low-cost communications channels such as Instant Messaging tools, micro-blogging platforms or even Voice over IP (VoIP) services, saving money and enhancing customer service at the same time.

“Plumbers, dry cleaners, chauffeurs, window cleaners, actors, fitness instructors and interpreters, to name but a few, can all take advantage of consolidating their costs in directory listings, saving money on customer communications and benefitting from free SEO built in the .tel domain,” added Mr. Mahdavi. “At a time of economic pressure, there’s a huge opportunity to improve customer communication and access whilst consolidating costs.”

.tel domain names are available for anyone to purchase for a fixed three-year term from 3.00 p.m. GMT today through a network of over 100 ICANN-accredited Registrars and their resellers. For more information on where to buy, please visit <http://www.telnic.org/business-buy.html>

#####