

Join the .tel treasure hunt and discover the world!

LONDON, United Kingdom – Thursday 13th May, 2010 – A weekly adventure story following the exploits of Emma, Ben and David, characters from Telnic's (<http://telnic.tel>) award-winning advert already seen by millions of people worldwide, will be launched on Friday 14th May. The first chapter of the story can be accessed from 12:00 BST at <http://thejourneystarts.tel> and a fantastic prize awaits one lucky person who solves the clues revealed throughout the story.

Every week, over the next ten weeks, the location of each new chapter will be discoverable by players who solve puzzles in the story to find the appropriate .tel name that will, in turn, link to the following week's chapter. As the characters in the story move around the world, those following the story will seek out .tel names through the .tel-only online search directory Telpages (<http://telpages.com>). By using the answers from the puzzles as search terms, players can discover links to the locations of each new chapter in the corresponding .tel names. Once all of the chapters have been found, a final puzzle will lead to a unique email address on a .tel name, to which a keyword needs to be sent to win the amazing prize.

The story, written by internationally-renowned playwright, director and author Robert Shearman (<http://robshearman.tel>), continues the story of Emma, a character from Telnic's advert, which can be viewed at <http://telnic.org/movie.html>. No purchase is necessary to play the game, which players can embark on at <http://thejourneystarts.tel> from 12:00 BST on Friday 14th May.

The story will provide residents of the United Kingdom and the United States of America over the age of 18 the chance to win a voucher worth £5,000 (\$7,500) for a fantastic, once-in-a-lifetime holiday, organized by leading European travel company ebookers.com (<http://ebookers.com>).

For more information on the award-winning, communications-focused .tel names and Telpages, please visit <http://telnic.org>.

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Note to Editors:

About Telnic Limited – see <http://about.telnic.tel>

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