

Great Opportunities for .tel Landrush

Everyone has an equal chance to buy the best names

LONDON, United Kingdom – 15th January, 2009 – With less than three weeks until the start of the .tel Landrush, Telnic Limited (www.telnic.org), the registry operator for the new .tel top level domain, announced today that it will not be holding any auctions for high value or premium domain names nor is it withholding any names from the Landrush, with the exception of a few names on a "reserved list" as required by ICANN and as needed for registry operations.

“People need to understand that there are really great domain names available during Landrush and that everyone will have a fair and equal chance to register these names as they are all offered at a fixed price on a first-come, first-served basis, the fairest and most democratic selection method available” said Khashayar Mahdavi, Telnic’s CEO.

“We expect strong uptake in every country for people’s names (i.e. Bob.tel, Mary.tel, Hans.tel), city names (i.e. Chicago.tel, Dubai.tel, Geneva.tel), generic names (i.e. Pizza.tel, Lawyer.tel, WhiteHouse.tel), and popular aliases (i.e. Superman.tel, Batman.tel, CoolGuy.tel.)”

The .tel is much more than just another domain like all the others. In fact, it is a unique and valuable service that allows both individuals and businesses to store all of their contact information, keywords and location records directly in the DNS without the need for a website.

“The .tel is also very useful for search engine optimization,” says Henri Asseily, Telnic’s Chief Strategy Officer. “Unlike all other domains, the .tel has very specific and unique content that is published directly in the DNS instead of the web. Google and other search engines will recognize this and index .tel content in addition to .com content.”

Landrush registration begins at 3.00 p.m. GMT on Tuesday 3rd February 2009 and allows anyone to buy any .tel domain not previously registered during Sunrise. The Landrush period will last approximately 2 months.

For further information, please visit www.telnic.org.

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