

## The world's first global directory service goes 'live'

**LONDON, United Kingdom - 10th March, 2009:** Telnic today announced that it had achieved a milestone in the delivery of a new internet service, with tens of thousands of .tel domains going 'live' today, creating the world's first global directory.

The registry operator for the new .tel domains, which provide individuals and businesses with a unique way of sharing all types of contact information with any device connected to the internet, successfully launched its new service.

"This is a momentous day for the company as eight years of development has come to fruition," said Henri Asseily, CTO and Chief Strategist at Telnic. "We're delighted to be delivering something that will push the boundaries of communications and the internet to the next level, putting the power back into the hands of the individual when it comes to using and sharing contact information."

Businesses and individuals are now logging into their own .tel domains, enabling them to store contact information, keywords and location information, which is then published to the internet quickly and securely without needing to build a website.

Asseily adds: "This fundamental change in the use of the internet will break open the ability for anyone to now own a domain and be found from any device. This is the biggest innovation to hit the internet and communications and it seems fitting that we have achieved this on the 133<sup>rd</sup> anniversary of the first use of the telephone. From today, people will be able to dial a .tel name to connect with people. The future of communications is now wide open to innovation."

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### About Telnic Limited

Founded in 2000, Telnic Limited is the UK-based Registry Operator and Sponsoring Organization for the new .tel sponsored top level domain (sTLD). For more information, please visit <http://www.telnic.org/>

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