



**.tel for BlackBerry now available in BlackBerry App World**

**LONDON, United Kingdom – 10<sup>th</sup> July, 2009** – Telnic Limited (<http://telnic.org>), the registry operator for the new communications-focused .tel top level domain (TLD), today announced that its application for managing and integrating .tel information directly into the BlackBerry® address book is now available through BlackBerry App World.

.tel domains, Launched in March of 2009, have been broadly adopted by businesses and individuals around the world as a simple and low-cost way of sharing ‘real time’ contact information under one simple-to-remember name. Accessible from any device, .tel provides a listing in the first ‘live’ global contacts directory accessible by cell phones and through search engines.

Since its launch prior to its availability on the BlackBerry App World store, the .tel application has been downloaded thousands of times, enabling BlackBerry owners to update their contact information in real time, enhancing their mobile working whilst being accessible to customers and colleagues in the best way for them. Additionally, with this application as well as others such as Hornet from Webnames.ca, BlackBerry owners can quickly integrate .tel contact information into their BlackBerry devices and always have up-to-date information about their clients, colleagues or customers without hassle.

BlackBerry App World is available to customers in the United States, United Kingdom and Canada on most mobile networks. If you are in a country without BlackBerry App World support, these applications can be downloaded from <http://bb.apps.telnic.tel> and for Hornet from Webnames.ca at <http://hornet.tel>

For more information regarding .tel domains and where to purchase them, please visit <http://telnic.org>

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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). Telnic’s backend registry services are provided by NeuStar. For more information, please visit <http://telnic.org> or use <http://telnic.tel> for contact information.

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