

Telnic announces vip.tel beta program at DEMOfall

DEMOfall, San Diego, California – Monday, 8th September, 2008 – Telnic, the Registry Operator for the .tel top level domain (TLD) today announced its vip.tel beta program would be available shortly. Customers wishing to trial .tel in advance of its commercial availability can apply for a personal domain name by emailing vip@telnic.org.

.tel enables you to store, update and publish all your contact information, Web links and keywords directly on the Internet under your own unique domain name without the need for Web sites. Simple, fast and accessible from any device, .tel provides a new Internet standard to take full control over how and where people reach you.

Henri Asseily, chief strategist and CTO at Telnic, who demonstrated the functionality of .tel to the DEMOfall audience, said, “Previously, companies have used the DNS to have computers talk to computers. .tel puts the human being directly in the DNS, storing all types of contact information in NAPTR, TXT and LOC records. .tel will drive a revolution in communications, search and directory services.”

Chris Shipley, executive producer of DEMO, added, “Telnic is delivering a game-changing service that puts every person in complete control of his contact information, Internet persona and Web services. This rich, yet elegantly simple, DNS-based publishing platform will fire up the developer community.”

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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 regarding the .tel domain or Telnic Limited, please visit <http://www.telnic.org>. .tel will launch to trademark holders on December 3, 2008 and everyone else on February 3, 2009.

About DEMOfall

Produced by Network World Events and Executive Forums, the semi-annual DEMOfall conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMOfall conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMOfall conference features approximately 70 new companies, products and technologies. For more information, visit <http://www.demo.com>.

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Notes to Editors

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