

## **.tel shortlisted for InfoCommerce Model of Excellence Award**

**LONDON, United Kingdom – 1<sup>st</sup> May 2009** – Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new communications-focused top level domain .tel, today announced that it had been shortlisted by InfoCommerce Group ([www.infocommercegroup.com](http://www.infocommercegroup.com)) for its 2009 Model of Excellence Awards.

Russell Perkins, Founder of InfoCommerce Group, said: “Telnic is making a play to become a central destination for business and personal contact information with an approach that literally embeds this content into the infrastructure of the Internet, creating an online directory that offers blazingly fast response and can be accessed without even using a web browser. This is an incredibly innovative and powerful idea with huge potential.”

The InfoCommerce Models of Excellence highlight and profile industry exemplars to show how real revenue is generated by selling and distributing information online. These "exemplars" are announced to the media and showcased at the annual DataContent conference, culminating in their annual Models of Excellence awards dinner held as part of the Data Content '09 conference in October 2009. Henri Asseily, CTO and Chief Strategist at Telnic will be participating in the kick-off panel for the conference that will showcase those products that demonstrate how innovation meets excellence.

The first global directory accessible from any device connected to the internet made possible by .tel domains delivers a new way of information access, entirely managed and published by the .tel domain owner. This dynamic, 'live' information delivery enables people to quickly update their contact information, keywords, location records and unlimited links in their domain, publishing the information directly to the internet and enabling access by computers and devices over the web or directly from address books through free and open source applications.

InfoCommerce Group Inc. (ICG) was formed in 1995 to address the radical transformation of the information industry that was occurring, by providing guidance, research and advice to producers of commercial database content. Over the last ten years, ICG has established itself as the thought leader in exploring, charting, analyzing and defining the most important issues reshaping the database business.

More information about .tel domains can be found at <http://www.telnic.org>.

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NOTE TO EDITORS: For interview requests, please contact [news@telnic.org](mailto:news@telnic.org) or [telnic@edelman.com](mailto:telnic@edelman.com)