

Big brands buy into online .tel directory listing

LONDON, UNITED KINGDOM – 15 December 2008 – Telnic Limited (www.telnic.org), the Registry Operator for the new .tel top level domain-driven directory service, announced today that it had received thousands of applications from leading brands for the new, mobile-optimized contacts directory on the internet within the first hours of opening registration period for trademark owners.

“We’re delighted to see applications from such a breadth of businesses and categories worldwide,” said Khashayar Mahdavi, CEO of Telnic. “Trademark owners have obviously got the message that .tel is a huge departure from .com-type domains that host web content and is instead an innovative platform for communications.”

Within the first minute of Sunrise (the two-month period for trademark holders to apply for their .tel domains), Google, Apple, Microsoft, News Corporation, MySpace, Amex, BP, FedEx, Virgin, Sony, Gap, Visa, McDonalds, Orange, MTV, Dell, Coca-Cola, Vodafone, Honda, Intel, BlackBerry, P&G, Starbucks, Subway, Johnson & Johnson, Dominos, Cisco, Unilever, Best Buy, British Airways and Victoria’s Secret amongst others had all applied for their .tel domains. Other applications included:

- Prestige Brands: Jimmy Choo, Ferrari, Maserati, Versace, Tiffany & Co, Porsche, Lamborghini, Davos-Klosters, St. Moritz, Marks & Spencer, Bose, Hermes, Patek Philippe, DeBeers, Rolex, BMW, Orient Express, Ugg, Christian Dior, Faberge
- Consulting: Accenture, BCG, Arthur D Little, Deloitte & Touche, KPMG, Mazars
- Banking, Insurance & Professional Services: HSBC, Allianz, Barclays Wealth, Citi Bank, Charles Schwab, Standard Chartered, Schroders, Prudential, Sun Life, ING Bank, ANZ Bank, Santander, HBOS, NS&I/Premium Bonds, BBVA Group, ABN Amro, Halifax, Standard Life, Fidelity
- Hospitality: Marriott, InterHotel, Ritz-Carlton, Hard Rock Café, Sofitel, Diners Club International, Novotel, Renaissance Hotels
- Energy: Ashland, Castrol, Conoco, ELF, Total, Esso, National Grid, BP



- Health & Pharmaceutical: Novartis, Astra-Zeneca, Baxter, BMA, Boston Scientific, Philips, Merck, Molnlycke
- Airlines, Aerospace & Aviation: Airbus, BAE Systems, Fokker, Virgin Atlantic, Air China, Airmiles, ATAG, British Airways, EasyJet, KLM, Japan Airlines,
- Media: BBC, Sony Pictures, Financial Times, Le Figaro, The Economist, Freemantle Media, Les Echos, Pop Idol, The X Factor, Star Academy, Bloomberg, Viacom, VH1, News Corporation, Comedy Central, Showtime, IDG, CBS News, CNET, Forbes, CNN, Sky News, 20th Century Fox, Discovery Channel, Thomson, Nielsen, Film4
- Sports & Games: New York Yankees, Boston Redsox, Texas Rangers, World Series, Hasbro, Daytona
- Information & Online Services: Yellow Pages, Lastminute.com, Pages Jaunes, Pages Blanches, Enterprise Rent-a-Car, Ticketmaster, National Car Rental, Easy Rent a Car, Ebookers

Trademark owners only have until February 2nd 2009 to register their trademarks for .tel domains in this protected period, after which time the ICANN-approved Universal Dispute Resolution Process (UDRP) will enable brand owners which have not protected their trademarks to re-gain them. This can however be a long and costly process.

Final numbers for .tel domains in Sunrise will be released after the period has closed, as applications need to be validated by third party validation agent, Deloitte, prior to being awarded to the applicants, to make sure that the trademark being applied for is legitimately held.

#####