



Momentum grows for .tel in the UK

BT launches advertising campaign; BCS recognizes Telnic in IT Industry Awards

LONDON, United Kingdom – Monday 14th September, 2009 – Telnic Limited (<http://telnic.tel>), the registry operator for new communications-focused .tel top level domain (TLD), today announced that as momentum for .tel domains grow in the UK, BT Business is set to launch an advertising campaign across Bloomberg Television and a new website at <http://bt.com/tel>.

Carl di Cicco, Head of eCommerce for BT Business, said: “With a .tel, BT Business customers will now be able streamline their contact information by giving out a name or branded contact point rather multiple addresses and numbers. Additionally, this can be accessed from any device and even dialed directly by some phones. The vision of people dialing names and not numbers in future is one that BT subscribes to and, as such, .tel is an important offering for our customers.”

Adding to the BT launch news, recognition of the innovation and potential that .tel is bringing to the communications industry has also come from The British Computing Society and IT industry publication Computing, with Telnic being shortlisted as a finalist in the inaugural UK IT Industry Awards in 2009.

“The UK is the second largest market for .tel domains after North America, so we’re excited to see the momentum and recognition and support from the technology industry and partners building,” said Justin Hayward, Communications Director for Telnic. “With the recent interest from individuals in vanity domain names for recognition and branding online, added to the ease of use and low cost, .tel domains can now be a mainstream consideration for individuals, professionals and businesses of all sizes.”

Telnic will also soon be exhibiting at further UK events later this year. More information about .tel domains can be found at ad:tech London on 22nd-24th September as well as Digital Engagement on 6th October. Telnic also confirmed that it would again be a sponsor of The Business Startup Exhibition on November 26th and 27th at Earls Court Olympia.

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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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