

PR Newswire offers exclusive offer to .tel community

LONDON, United Kingdom – 22nd September 2009 - Telnic Limited (www.telnic.org), the Registry Operator for the new communications-focused .tel top level domain (TLD), is pleased to announce today at ad:tech London that PR Newswire, the global leader in innovative communications and marketing service, will join the .tel community as a reseller and is offering an exclusive discount to Registrars, resellers and customers using a 'live' .tel as a point of contact in its Online Visibility Package (OVP) service.

The OVP service delivers news content to over 4,000 English language online sources. Only owners of .tel domains quoting 'live' .tel domains in news releases will receive this exclusive discount every time they use the service.

PR Newswire's European CEO, Lisa Ashworth said: "We're excited by the benefits that .tel will bring our customers and are pleased to be able to offer them this service. We are increasingly seeing news being consumed from different devices. This makes the ability for a customer or journalist to 'click to connect' with the organisation to find out more, or make a purchase, ever more important. Communicators using .tel domains will be able to measure the impact of their news, and more easily track return on investment."

Justin Hayward, Communications Director for Telnic Limited said: "No other point of communication has had this level of support from an organisation such as PR Newswire. We're delighted that PR Newswire has joined the .tel community and hope that all customers with global communication requirements will consider using this service."

PR Newswire will begin to sell .tel domains to customers in the near future. For more information and details on how to use the service, please visit www.prnewswire.co.uk. For more information about .tel domains, please visit www.telnic.org.

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About PR Newswire

Pioneering the commercial news distribution industry 55 years ago, PR Newswire connects customers with audiences in more than 170 countries and in more than 40 languages. PR Newswire is a subsidiary of United Business Media Limited, a leading global business media company that serves professional commercial communities around the world.

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.tel>

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