

## **Arsenal, Tottenham Hotspur at top of .tel global league, other clubs in danger of relegation**

*.tel domains reach fans in parts of the world other internet sites struggle to*

**LONDON, United Kingdom – January 14, 2009** – Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new .tel top level domain (TLD), today announced that internationally-recognized football clubs were in danger of missing out in securing their .tel domain names and a strong communications and revenue-generating channel to their millions of fans worldwide.

As Arsenal and Tottenham Hotspurs (Spurs) applications for their .tel domain await validation by Deloitte in the Sunrise period for IP owners, and as many other commercially-aware sporting organizations such as Major League Baseball clubs New York Yankees, Boston Red Sox and the Texas Rangers apply for theirs, others are in danger of losing a valuable new channel to customers.

“With the flexibility and ease of management that a .tel domain brings, sporting clubs of all types can get closer to their fans regardless of the devices they favour,” explains Justin Hayward, Communications Director at Telnic. “Manchester United alone has well in excess of 50 million fans in India and Korea. Many of these use their mobile devices every day to play games, chat, and keep up with their club’s news, avoiding traditional PC access. A .tel is a powerful, affordable and branded delivery mechanism, whether providing a simple way to get hold of match tickets via click to connect functionality or generating new revenue through premium rate telephone number-based competitions.”

Trademark owners including sporting clubs have until 2<sup>nd</sup> February 2009 to apply for their .tel domain in the Sunrise period. From 3<sup>rd</sup> February 2009, anyone can apply for any available .tel domain without requiring proof of ownership of a trademark. For more information, please visit <http://www.telnic.org/business-buy.html>.

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