

## **Tree Farm Saves Time and Trees with Treefarm.tel**

**May 22, Port St. Lucie, Florida** – Tree Farm Manager Tom Farina is one of the 200,000 early adopters world-wide of a new way to communicate contact information with customers, using an innovative online service called .tel.

Now, rather than having to remember all the ways that his customers can get in touch with him, all they need to do is remember ‘treefarm.tel’ and type it into any web browser on a PC, Apple or any mobile device. They will then instantly have access to all of the ways they can contact Tom and his team, at the fraction of the cost of calling a directory service number or browsing the traditional mobile internet.

Tom says: “Everyone today is so busy with their schedules and we wanted to let our customers decide how to contact us. If they want to reach us, treefarm.tel is easier to remember than our phone number, our email and our website, and all of that information is there at their fingertips. With so many contacts to get a hold of us, our .tel is one address containing all of our contacts and it contains ‘click to call’ numbers.”

The new .tel names are very affordable, starting from \$8.95 per year, and don’t require any web coding or ongoing monthly web hosting costs. They can also be managed from handheld devices like BlackBerry’s and iPhones using free software. A .tel also is environmentally friendly, as it doesn’t require the same energy requirements or a web server to host the information and keeping a .tel for life means business cards or directory entries don’t have to be changed – saving money and trees!

Tom adds: “It’s very easy to set up a .tel domain and people should hurry and get theirs. You can still get generic-type names with possible type-in traffic for search engines. Also, they can store keywords which Google can then pick up, helping you to get better results in search engines.”

For more information about .tel names and to download the free software simply visit <http://telnic.org>.