

WebVisible incorporates .tel into small business advertising package for mobile optimization and discoverability

LONDON, United Kingdom – 9th December, 2010 – Telnic Limited (<http://telnic.tel>), the Registry Operator for the award-winning communications-focused .tel top level domain (TLD), today announced that WebVisible (<http://webvisible.com>), the leading provider of local online marketing software and services, will now provide .tel domains for all of its small business customers.

WebVisible's small business customers will now also be provided with a .tel domain, providing a mobile-optimized presence for customers searching for local content on both basic mobile and smart phone devices, as well as additional search engine optimization support for the customer's online discoverability through the .tel domain's unique use as a single point of contact.

"With increasing competition for eyeballs online and the need for small businesses to be in as many places as possible in order to be discovered, we believe that .tel will be a significant enhancement for our clients when it comes to the multiple ways in which consumers are accessing local information," said Doug LaBahn, executive vice president of product development at WebVisible. "The functionality and ease of use of .tel makes it an incredibly useful and low-cost central point of contact."

Ian Bowen-Morris, chief marketing officer at Telnic Limited, said: "We're delighted that WebVisible has seen the benefits that .tel domains can bring to small businesses seeking to maximize their brand awareness and discoverability online. A .tel is extremely simple to set-up and provides instant accessibility across all types of browsers and internet-connected devices. Incorporating .tel into an online visibility and marketing offering such as WebVisible's award-winning solution provides its customers with the knowledge that every base has been covered when it comes to managing their online presence."

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About Telnic Limited

For more information, please visit <http://about.telnic.tel>

About WebVisible, Inc.

WebVisible has been the leading provider of local online marketing software and services since 2001. WebVisible was among the first to pioneer the use of search as a reliable, measurable avenue to connect directly with a buyer's needs, providing solutions through some of the world's largest Interactive Yellow Page companies, directories and other media vendors. The company has served over 100,000 customers from 4,000 industries in 14 countries. The company also delivers solutions directly to small businesses throughout the United States. WebVisible is based in Irvine, California, with offices in Los Angeles, Charlotte and Mumbai.

Media Contact: Justin Hayward <http://justin.tel>