

Telnic announces .tel Sunrise opens on December 3rd 2008 at ICANN Paris

Paris, France – Sunday, 22nd June, 2008 – Telnic Limited, the Registry Operator and Sponsoring Organization for the new sponsored top level domain (sTLD) .tel, today announced details for launch at the ICANN meeting in Paris. Sunrise applications from national trademark owners will be accepted on a first-come, first-served basis as of Wednesday, 3rd December 2008.

.tel enables you to store, update and publish all your contact information, web links and keywords directly on the internet under your own unique domain name. Simple, fast and accessible from any device, .tel provides a new internet standard to take full control over how and where people reach you. The .tel delivers:

- integration of any and all means of communication (i.e. Phone numbers, IM, VOIP, email, social media)
- real-time publishing of your contact information on the internet
- full ownership of your published data
- protection of your private data, only viewable by people you authorize
- simple structured navigation to easily reach the most relevant information
- high speed global access optimized for mobile devices
- multi-language, search engine-friendly structured information and keywords

“Thanks to its rich functionality and open specifications, .tel will open up new opportunities for registrars, resellers and developers alike,” explained Justin Hayward, Communications Director at Telnic. “We’ve been working hard over the past years to make sure that everything we’re delivering to the industry will enable it to take advantage of this new ecosystem.”

As well as announcing its launch, Telnic unveiled its new website – www.telnic.org – for people to find out more about .tel. The Telnic website hosts comprehensive videos, information, policies and procedures for registrars, resellers, developers and IP owners.

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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). For more information regarding the .tel domain or Telnic Limited, please visit www.telnic.org.

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