

## **.tel continues momentum with over 200,000 domains registered**

*Milestone achieved within two months of public launch*

**LONDON, United Kingdom – May 21, 2009** – Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new communications-focused .tel top level domain (TLD) nominated for a 2009 World Technology Award and InfoCommerce Group 2009 Model of Excellence Award, today announced that over 200,000 registrations of domains had been received within two months of General Availability.

“This is a truly remarkable milestone considering current economic conditions and with the attention of the world on global events, but proves that a simple but compelling service under the control of the individual has significant potential,” said Khashayar Mahdavi, CEO of Telnic. “As early adopters start using the .tel as their single point of contact, more and more individuals and businesses are seeing that it’s an incredibly useful way to manage the complexity of communications choices in one single place online.”

The success and momentum of .tel continues as new resellers start to address their specific audiences with the benefits of .tel, from German directory services specialist iWelt (<http://www.iwelt.de/>) through to new directory services entrants such as US-based Industrial Web Search (<http://www.industrialwebsearch.com>).

Mahdavi adds: “The innovations that the community around the .tel is building means that every day we are seeing new purposes and opportunities for revenue generation, from individuals promoting themselves with the .tel domains online through to large organizations completely refreshing their existing business models fuelled by .tel technology. It’s an exciting time for us and one that many still have the opportunity to participate in. This is just the beginning.”

For more information about .tel and where to purchase, please visit <http://telnic.org/>

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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). Telnic’s registry services are provided by NeuStar. For more information, please visit <http://telnic.org> or find contact information at <http://telnic.tel>