

Brand yourself with a new-look .tel name

Add images and choose your own colour scheme

LONDON, United Kingdom – March 23rd, 2010 - Telnic Limited (<http://telnic.tel>), the organization behind the award-winning, communications-focused .tel top level domain (TLD), today announced a new look and feel for .tel name owners, enabling them to customize and brand their domains.

After ongoing discussions with the .tel community, Telnic has enhanced .tel to easily enable owners to add images or logos, as well as change the colour schemes of the .tel page to suit their own branding preferences. Other new features include the integration of third party icons for popular social networks and services and the option of seeing a location map directly within the .tel page itself.

“A .tel name is the quickest, simplest and most cost-effective way of having an online presence under your control where you can publish the information you want to share,” said Khashayar Mahdavi, CEO of Telnic. “Being able to point people to where you want to be found online, as an individual professional or as a small business owner, is becoming increasingly important in today’s search-driven environment. The ability to deliver near real-time information, accessed from any device including mobile phones, makes .tel a fantastic tool for personal and business branding online.”

Over 275,000 .tel names have been registered in just under one year of their availability. Businesses and individual professionals wanting a single branded place online without the hassle of building and maintaining a traditional website to look again at this cost-effective and innovative service. For more information regarding .tel names, please visit <http://telnic.org>

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Note to Editors:

About Telnic Limited – see <http://about.telnic.tel>

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Telnic is a limited liability company incorporated in England with registration number 3555437.