



FOR IMMEDIATE RELEASE:

.Asia debuts to Fuel Asia Market Growth

Regional domain extension designed to meet the needs of the thriving Asia Internet community

Hong Kong, 13 June 2007 – DotAsia, a not-for-profit, membership-based organisation incorporated in Hong Kong, today announced that the .Asia top-level domain [TLD] had been added to the Internet root ushering in a new era of online growth for the region. The .Asia extension allows individuals and companies to target the largest Internet community in the world as well as people looking for relevant information about Asia, from Asia, and for Asia. For companies, brands, and marketers, the new top level domain adds a strong sense of affiliation to corporate brands and online identities and communicates a commitment to Asia.

“Today, there are already 400 million Internet users in Asia accounting for only 10% of the region’s total population. With a rapidly growing Asian economy, we believe that the introduction of .Asia will help fuel the continued growth of the Internet in the region and drive more opportunity for both business and individuals,” commented Edmon Chung, CEO, DotAsia Organisation. “.Asia is prime Internet real estate that no business or individual should miss out on.”

The introduction of the .Asia extension, a regional domain which is a natural word, marks the next evolution of the Internet that can open up a world of possibilities for individuals and companies. Among the businesses that will benefit by having a .Asia domain are domestic companies expanding in the region, global firms with Asia-focused sectors, regional exhibitions or conference related websites, and regional focused promotional events.

Today, the word ‘Asia’ is widely used in numerous brands and company names. A Google search returned about 1.5 million results for the term “Asia Ltd.”. The monster.com website listed about 300 names that started with the term ‘Asia’ on its online company database for US companies. The amazon.com site listed more than 900 entries when searching “Asia” under the magazine category, and over 200,000 entries in books.

“The beauty of .Asia is that it provides value that goes well beyond a simple domain extension. The term ‘Asia’ is versatile in its usage, and can be used equally well to signify both where an entity comes from, as well as to identify its intended audience” adds Mr. Chung.

The DotAsia organization is committed to the long term growth and evolution of the Internet. Beginning today, DotAsia is introducing a comprehensive set of policies to protect trademark owners, IPR holders, and companies to ensure the orderly introduction



of the .Asia extension. Preparations are now underway for the launch of the 'Sunrise' process, the exclusive period that allows public bodies, trademark owners, and companies to apply for .Asia extensions.

The Sunrise period, which will begin in October 2007, will be divided into three phases, with the first stage intended for Governmental Reserved Names, second phase for Registered Marks (i.e. Trademarks and service marks), and the final stage for Registered Entity Names (i.e. company names, organisations, etc.). For those interested in obtaining a .Asia extension, they are encouraged to navigate to www.registry.asia for more information.

About DotAsia Organisation

The DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the .ASIA Sponsored Generic Top Level Domain. DotAsia is a not-for-profit, community-based organisation incorporated in Hong Kong. Asia has developed into a global force in the international commercial, political and cultural network. The .ASIA domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region.

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