

DOTSTER OFFERS .TEL DOMAIN NAMES AS YOUR ALL-IN-ONE ONLINE BUSINESS CARD

.TEL Domain Names Allow You to Store, Update, and Share Contact Information With Any Device That Can Access the Web

Vancouver, WA – November 19, 2008 **Dotster, Inc.**, a leading provider of Internet business services, is offering the newest top level domain, .TEL, as the ultimate means for you or your company to keep contact information available and up-to-date. Beginning on November 19, 2008, users can apply for a .TEL domain that acts as your primary, integrated communication hub – the online rolodex to your company or online business card for the consumer

A .TEL domain provides viewers with all of your, or your company's, contact information, including email, address, fax, phone numbers, social networks, Web site addresses, instant messenger information, and more – and it does so in lieu of or in addition to a customer already having a Web site.

A .TEL Web site is accessible from any Web-enabled device, including mobile phones. All information can be updated in real time by the .TEL registrant, ensuring visitors to the site always have access to the most up-to-date contact information. With the purchase of a .TEL domain name, owners control what information is visible on the Web and who has access to it.

Dotster will offer the new .TEL domains in two release periods before the registry launches its general available registration. During the Sunrise period, December 3, 2008 through February 2, 2009, trademark holders can protect their intellectual property by registering a .TEL domain specific to their registered trademark. Dotster will accept pre-registration for Sunrise beginning November 19, 2008 for submission to the registry on December 3, 2008. At \$399 for a three-year registration, customers with a registered trademark can apply for a .TEL domain on a first-come, first-serve basis.

The Landrush period, February 3, 2009 through March 23, 2009, is open to anyone interested in registering a premium domain name. Dotster will accept pre-registration for Landrush beginning November 19, 2008 for submission to the registry on February 3, 2009. For \$375 per registered domain, all registrations include a three-year domain registration.

General availability begins March 24, 2009, with a minimum one-year registration at \$19.99 per year.

Clint Page, CEO at Dotster, Inc., states, "With .TEL domains, businesses and individuals are able to share all of their contact information with customers, friends and family through one address, making communication simple and fast."

Businesses with .TEL domain names now have a reliable and easily maintainable way to increase online discoverability. Additionally, businesses can use their .TEL site to direct customers to appropriate store locations and departments. Even if your company does not have a Web site, a .TEL domain makes your contact information available to any potential customers searching for you on the Web.

Individuals will find that a .TEL domain name is the simplest method to keep in touch with friends and family. With .TEL, the user controls how and where people can contact them, whether it be through personal email, Skype®, AIM®, a phone number, Facebook®, and more. Privacy settings allow a user to control who has access to different pieces of their contact information.

Consumers can find out more about the .TEL domain names and the registration periods at www.dotster.com.