



Renaming The Internet

Press Release for immediate release

DOT TK INTRODUCES VIRTUAL FISH

Internet users can earn fish; very similar to the residents of Tokelau.

LONDON - April 7 2008. Dot TK - the registry for .TK domain names, today announced the launch of the Dot TK Ambassador Program - an affiliate system where users can earn Virtual Fish. The Ambassador Program is not a click-through referral service, but a system that enables new registrants to register a Dot TK domain name without leaving the Ambassador's website.

Dot TK is the world's leading provider of free domain names. Dot TK domains are often used to rename long and hard-to-remember URLs into easy & memorable domain names with a .TK extension.

TK is the registered country code for Tokelau, a small group of islands in the South Pacific. The founders of Dot TK have had a lasting impact on the country in recent years; when they arrived in 2003 the 1,500 residents of Tokelau had no Internet access or knowledge of basic technology. Today the natives of Tokelau have Internet connectivity and an advanced knowledge of current technology thanks to Dot TK.

The working currency in Tokelau is not money, but fish. Bartering is therefore a common way to trade on the beautiful Tokelau Islands 500 miles north of Samoa. When you do something for your neighbour in your village, you get paid in fish. Fish are plentiful in the seas around the three atolls, but only skilled fishermen are able to catch them. To the Tokelauans, fish represent value. This social trading system is called Inati.

Internet users that refer new Dot TK registrants to the Dot TK registry earn virtual fish. Accrued virtual fish can be bartered for products that bear the user's own .TK domain name.

"The Ambassador Program is ideal for any personal or small business website. It can also be integrated on blogs and social network sites.", says Matt Kelly, Business Development Manager at Dot TK. "It's a really easy and fun way to get Dot TK -and the country of Tokelau- further acknowledged in the online world. And, of course, we will listen carefully to all our Ambassadors by providing them a forum for new ideas related to the Dot TK Registry."

Dot TK is a joint venture of the Government of Tokelau, its communication company Teletok and BV Dot TK, a privately held company. More information about Dot TK can be found at <http://www.dot.tk>

Dot TK

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