



Renaming The Internet

Press Release for immediate release

Use Tweak to create the shortest URLs **Rename long URLs into short domains to use with Twitter**

Amsterdam – 29 April 2009. Dot TK, the registry for .TK domain names, today announced the general availability release of Tweak, a revolutionary new URL shortening service.

Millions of users use URL shortening services on a daily basis. They are extremely useful in Internet conversations, such as forum threads, IM chats and on social networks. A URL shortening service is also a life-saver in a communication channel where you are limited to a specific number of characters per session, like Twitter.

Tweak is the free URL shortening service of Dot TK that renames a long web address into a short domain name. The domain name is registered with the .TK extension and is available immediately. The domain name is up to five characters in length, creating the shortest possible URL a shortening service can provide today.

Tweak has been tested by thousands of enthusiastic developers in the last couple of weeks. This resulted in the stable and final version that is available to the general public today.

“Competitors in the URL shortening industry are using a short domain name and add a six character suffix behind it to identify the link. At Dot TK we identify the link directly by the domain name, making each link at least six characters shorter than any other URL shortening service”, explains Joost Zuurbier, CEO at Dot TK. “We believe that in applications like Twitter each and every character is important. You simply have more room for your actual message.”

Tweak also released a simple API that allows developers to integrate the Tweak service into their own application. Dot TK asks all developers that have integrated the Twitter API into their services also to integrate the Tweak API, making their offering complete.

“Tweak is using a real 301 redirect to the user that is using a Tweak domain. A 301 redirect is a great way to still have search engines follow the domain to the actual website with the actual content.”, says Maurice van der Meer, CTO at Dot TK. “We are very happy to release this service and we are welcoming all developers to start using our free Tweak API.”

About Dot TK and Tweak

Dot TK have provided free domain name registration services since 2001. Custom URLs can be registered on www.dot.tk or through the Dot TK API.

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 Tweak can be found at <http://www.tweak.tk>.