



Renaming The Internet

Press Release
For immediate release

DOT TK CONNECTS MILLIONS OF WEBSITES TO EACH OTHER

New technology increases number of visitors dramatically

London – December 19th 2007. Dot TK, the Internet registry of .TK domain names, today announces the launch of TiKinet, the inter-connected network of all websites that bear the .TK domain extension. Based on the content and context, websites are linked to each other to increase the number of visitors on these websites.

Unlike other domain name registries, such as .COM and .CO.UK, Dot TK is the only domain name registry that offers domain names for free. On top of their free domain name, registrants can also benefit from the free TiKinet service, increasing the number of visitors to their website dramatically.

“A lot of individuals are using Dot TK for their personal homepage or blog. After renaming their long website address into an easy-to-remember Dot TK domain they can now add a TiKilink. This TiKilink is a short and powerful description of their website. And these TiKilinks are displayed on other websites that contain similar content.” says Joost Zuurbier, CEO at Dot TK. “TiKilinks will increase the online exposure of these small websites enormously. The new visitors to these sites might convert into customers or even friends for life.”

When a user visits a website bearing the .TK extension, the TiKinet technology determines, in milliseconds, which TiKilinks and websites match the content and the context of the website that is viewed. The TiKilinks are then automatically displayed with the website that is viewed.

“Like the Dot TK domain names, the TiKinet service is free of charge.”, Zuurbier continues, “Many users have made beautiful websites, but have mostly a lack of users. They often have neither the reasons nor the funds to pay for online advertising, but still want to gain more visitors to their websites; to share their opinions, experiences, pictures or videos. Thanks to TiKinet all these great websites are now interconnected.”

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