



Renaming The Internet

Press Release for immediate release

New disposable email alias from Dot TK protects identity
Eliminate spam and unwanted emails to any email account with new TK Mail

London – 8 July 2008. Dot TK, the registry for .TK domain names, today announced the launch of its free TK Mail service. This service allows individuals and businesses to protect their real email identity from spam and unwanted emails by creating up to 250 disposable email aliases that can be used for forms on the web, on-line purchases or even new contacts.

With TK Mail, Internet users can generate up to 250 real working personalised email addresses, with their own domain name, all ending with the .TK extension. Email sent to these addresses is forwarded to the users' existing email account, such as their Hotmail, Gmail or Yahoo! Mail accounts. However, the user is in control of which TK Mail addresses are used, which ones are enabled, which emails are forwarded and to where. This way users can reduce their incoming spam and unwanted emails enormously.

“TK Mail kills spam at its roots”, says Joost Zuurbier, CEO of Dot TK. “By using disposable or temporary email addresses with on-line purchases, merchants that may sell your personal information, now only have your disposable email address on file. Once you have received the receipt for your online purchases, your online train or airplane ticket or the information you were looking for, you simply remove the email address from your Dot TK account. Further emails sent to this address will be sent back as undelivered.”

Dot TK has been working hard in the last two years to make its domain extension .TK one of the safest places in the world. According to the McAfee report “Mapping the Mal Web, revisited (June 4th 2008)” Dot TK is more secure than the .COM, .NET and .INFO domains combined.

“Since 2006 we have adopted great new technology that has reduced unwanted and illicit content on our domain extension enormously.” Zuurbier continues. “With the introduction of TK Mail we continue to take an active approach towards illicit content and spam by combining domain name registration, email aliasing and spam filtering in one free service. TK Mail creates a shield around your real email identity, while you stay in control of who is going through the shield and who is not. As well as the security aspect, TK Mail is fun to use. You can easily create recognisable and personalised email addresses that you can tell to your new friends or even to your future employer.”

About Dot TK and TK Mail

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 TK Mail can be found at <http://www.mail.tk>

Dot TK – Renaming The Internet – <http://www.mail.tk>

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