



Renaming The Internet

For immediate release

COMING SOON: NO MORE POP-UPS AT DOT TK

London – March 19th 2007. Dot TK, the registry for .TK Internet Domain Names, announced today the launch of Dot TK 2.0 - a new version of Dot TK without any pop-up advertisements. Dot TK is the leading domain name registry of free domain names. Dot TK domain names are often used to rename long and hard to remember URL's into easy to remember domain names with a .TK extension.

Users at Dot TK can use their .TK domain name, as long as they receive at least 25 hits on their website every 90 days. And that's an easy task for most of the 1.6 million current active websites. More than 6 million visitors a day are browsing to individual .TK websites.

Next month, at the Ad-Tech show in San Francisco (www.ad-tech.com), Dot TK will proudly present Dot TK 2.0, a genuine Web 2.0 application where the user is in full control.

Dot TK 2.0 will feature:

- **NO MORE POP-UP ADVERTISEMENTS.** Revenue is still generated from advertisements, but these are, at the choice of the registrant, embedded into their actual website.

Eliminating pop-ups will increase the security of the .TK domain as a whole and will reduce the number of complaints from anti-virus software and its suppliers.
- **NEW USER INTERFACE.** The user is in control. The user will be able to search the entire Dot TK Registry for any particular content. In future, the user will also be able to 'red-flag' a website – alerting Dot TK that it is inappropriate.
- **WATCHDOT 2.0.** A new fully automated Dot TK WatchDot tool will continuously check for illicit content on newly registered websites, which not only include content that is inappropriate and potentially damaging for children, adult entertainment content, hate websites and violence websites, but it will also check if the content contains malicious spyware, viruses and scams. If the Dot TK Registry encounters a domain name registration request from a website which is 'red-flagged' by Dot TK WatchDot 2.0, the registration request will be refused.

Dot TK just opened a new office in the center of London, United Kingdom. From three offices around the world (San Francisco, London and Amsterdam) Dot TK continues to make it very easy for individuals and businesses to register Dot TK domain names at no charge. Any complaints about domain names, regarding abuse or copyright infringements, are taken very seriously and are handled within 24 hours. In most cases the website and domain name involved will be immediately taken offline.

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

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