



Renaming The Internet

Press Release for immediate release

DOT TK DOMAINS NOW FREE OF COMMERCIALS **No more mandatory ads on free domain names with the .TK extension**

LONDON – March 19th 2008. Dot TK, the registry for .TK Internet domain names, today announced the launch of Dot TK 3.0 – a new version of Dot TK without any mandatory commercial advertisements. 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 to remember domain names with a .TK extension.

Dot TK’s users can keep their .TK domain name indefinitely, as long as they receive at least 25 hits on their website every 90 days. About 9.5 million domain names have been registered with the Dot TK Registry since the service was launched.

“Because of our success in many countries around the world, we want to give something back to our user community”, says Joost Zuurbier, CEO of Dot TK. “By providing free domain name registrations without mandatory commercial ads we want to stimulate anyone to use Dot TK that did not want to register a .TK domain before because of its commercial advertisements.”

Dot TK has seen a significant increase in activity on all their .TK websites in the last three months as users can now refer visitors to each others’ sites using TiKinet. TiKinet is the network of Dot TK domains and it links sites to other sites with similar content - using non-commercial text links - resulting in increased visitor traffic. With Dot TK 3.0 each Dot TK user is free to choose whether to have their domains included in TiKinet.

Dot TK derives revenue from paid domain name registrations and advertising. “We are not afraid to see a reduction in advertising revenue. By providing an opt-out model for the commercial ads on a Dot TK website, we know that not everyone will disable them.”, Zuurbier continues. “Also some heavy users, websites with many visitors a month, will not be able to remove the commercial ads entirely. However, they will have an option to limit the commercial ad space on their website.”

Both TiKinet and the Ad Selector, which is used to switch off commercial ads, are available in My Dot TK, the web interface of Dot TK.

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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Matt Kelly: External communications / matt@dot.tk

Tel. +44 20 7734 9596

Fax. +44 20 7734 9597