

## Telnic Announces Google AdSense for .tel

*Worlds-leading ad network will complement user-defined TelAds functionality*

**LONDON, United Kingdom – February 11, 2010** – Continuing its mission to develop its service for the benefit of its community, Telnic (<http://telnic.tel>), the organization behind the award-winning .tel domain, today announced that Google AdSense will be supported in .tel names by the end of March 2010.

Google AdSense is a free program that enables website publishers of all sizes to display relevant Google ads and earn additional revenue. As a .tel name does not host a traditional website, Telnic is enabling .tel name owners with AdSense accounts to easily integrate their account credentials using the free control panel provided as part of the .tel service. The ads will then be pulled from Google's ad network and displayed on the .tel web interface every time it is visited from a computer browser.

"As .tel evolves and more individuals and businesses look to generate new revenues through the service, we will continue to respond to our community and build integration in both ways with useful services that enhance the overall offering of .tel," said Henri Asseily, CTO and Chief Strategist at Telnic. "Whilst those with technical skills can take advantage of the functionality and new business opportunities that TelAds provide, we heard a call for a simpler solution so that everyday users can also have the ability to use the world's most recognized advertising service, simply and easily."

Google AdSense will complement, not replace, the existing TelAds functionality, which enables .tel owners and service providers to populate .tel names with their own sponsored advertising or rich content. Once Google AdSense has been successfully integrated, Telnic will consult its community to see whether other advertising networks should be supported.

Since March 24<sup>th</sup> 2009, over 275,000 .tel names have been registered by individuals and businesses, providing a new publishing platform to reach potential customers. "As .tel names contain only contact information and keywords, it's the most direct communications platform you can get. People visit, choose their contact method and then communicate. There is no subterfuge. The purity of purpose is its major selling point," adds Asseily.

For more information about .tel names, or to enquire about further business opportunities to integrate additional ad networks into the .tel service, please visit <http://telnic.org>.

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### **Note to Editors:**

**About Telnic Limited** – see <http://about.telnic.tel>

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