

**Telnic hires former Yell.com Head of Marketing Ian Bowen-Morris as Chief Marketing Officer**

**LONDON, United Kingdom – Monday 5<sup>th</sup> July, 2010** – Telnic Limited (<http://telnic.tel>), the Registry Operator for the communications-focused .tel top level domain (TLD), today announced that it has hired former Yell.com Head of Marketing Ian Bowen-Morris as Chief Marketing Officer.

“We’re delighted that Ian has joined Telnic at the stage when the benefits and services that a .tel can deliver to individual professionals and small businesses are really coming into their own,” said Khashayar Mahdavi, CEO at Telnic Limited. “Ian’s experience of and participation in the directory services industry will help Telnic strengthen its relationship with this important emerging channel.”

“With the challenges being faced by classified directories, the speed of change that new social and local search offerings are delivering and the acceleration of the mobile internet, .tel represents an excellent opportunity for directory service providers to augment their existing customer value propositions,” said Ian Bowen-Morris. “The integration of .tel can be used to boost customer acquisition and retention, as well as expanding reach to generate more contact opportunities and sales leads for customers. I’m looking forward to the opportunity to increase the adoption and usage of .tel with new and engaged organisations and for them to realise the real business benefit that this simple yet powerful solution brings to the market.”

Ian is the former Head of Marketing and Senior Vice President of Yell.com, Yell's flagship UK new media division, a position he held from August 2000 to October 2008. He led the commercial marketing team and was responsible for the development of Yell.com's advertiser propositions and usage growth. Since October 2008, Ian has been the Managing Director of Bowen-Morris Limited, consulting to investors, directory publishers seeking accelerated new media growth and local search businesses, such as TouchLocal.com. Ian has been a Committee member of the European Association of Directory Publishers (EADP) since 2001.

Ian holds an MBA from Henley Business School, a CIM Marketing Diploma and studied Business and Finance at the University of Glamorgan in Wales.

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**Note to Editors:**

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

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Telnic is a limited liability company incorporated in England with registration number 3555437.