

## **.tel Names Hit Main Street**

*CanTalk Wireless first in the world to sell domain names using retail cards*

**VANCOUVER, Canada – February 4, 2010** - Telnic (<http://telnic.tel>), the organization behind the award-winning .tel names, and Webnames.ca (<http://webnames.ca>), Canada's original domain registrar, today announced that they have collaborated on the first-ever retail cards for .tel names to be sold in shops and stores.

The world's first batch of .tel retail cards were delivered to CanTalk Wireless (<http://cantalk.tel/>) stores at the end of January. These new cards enable customers to purchase .tel names, which act as a 'live' digital business card, over the counter. These can then be activated online at a later date using unique codes printed on the card, making them ideal as gifts.

Nick Ellery, General Manager at CanTalk Wireless Solutions, said: "These retail cards make it easier than ever to promote .tel. The card and packaging design are very appealing and do a great job at expressing the .tel concept and value to shoppers. Our sales people find it easier to explain and promote .tel by having the cards available in-store and the registration system provided to gift card users appears to be very easy to follow. Overall I believe the .tel retail cards will be a big success."

Steve Smith, Webnames.ca's President and CEO, said: ".tel retail cards make sense because .tel is so different. They offer small businesses and professionals a very affordable and easy to maintain a "contact me" web presence that is both optimized for search engines and mobile phones. They are a perfect complement for a mobility plan and make sense for retail outlets that offer products to small businesses."

"Driving .tel names awareness into Main Street to people who have never contemplated using traditional domain names is important as .tel is so unique," said Khashayar Mahdavi, CEO of Telnic Limited. "Webnames.ca's customer service and connections with key retail organizations makes it the ideal partner to kick-off the roll-out of these retail cards."

Other .tel service providers around the world are working with Telnic to deliver .tel name retail cards to outlets in their own territories later in 2010. For more information about .tel names, or for questions regarding their availability to resell, please visit <http://telnic.org>.

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**Note to Editors:** Images available from <http://news.telnic.tel>

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

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