

### **DPC integrates .tel into services and adopts internally**

**LONDON, United Kingdom – 2<sup>nd</sup> February, 2011** – Telnic Limited (<http://telnic.tel>), the Registry Operator for the .tel top level domain (TLD), today announced that Directories Philippines Corporation (DPC - <http://www.dpc.ph>), the leading provider of directory services in the Philippines, will begin providing .tel domains to its customers as part of its advertising services packages.

Since 1989, when it was incorporated, DPC has emerged as the dominant market leader in the directories advertising industry in the Philippines today and is the leading provider of Yellow Pages advertising. As of 2010, it publishes 28 directories and provides innovative solutions utilizing social media platforms, including the innovative lifestyle guide <http://juice.ph>. DPC will provide its customers and employees with .tel domains, providing a mobile-optimized point of contact and an integrated communications ‘hub’ to showcase its customers social media investments.

Ricardo Bautista, President of DPC, said: “DPC is working towards creating a newly relevant and compelling commercial search experience that can capture the imagination even of non-traditional Yellow Pages users and advertisers. As such, we see .tel as a strategic fit in delivering what I call “YP 2.0”, the next generation of yellow page services.”

Khashayar Mahdavi, CEO of Telnic, said: “DPC is one of the leaders of the industry when it comes to delivering innovation within the directory services industry. We are delighted that they have seen the value of .tel in bringing easier discoverability, real-time information and appropriately formatted information to any device connected to the internet.”

As part of the roll out, all DPC staff will also be provided with a .tel name of their own. Domingo Angelo B. Lopez, Vice President for New Media Services at DPC, added: “As a company, DPC believes in disruptive innovation. As such, we will be practicing what we preach by providing all DPC staff with their own .tel names so that they can benefit from the simplicity that it brings in sharing all of their contact information in one simple-to-remember address.”

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**About DPC:** [http://www.dpc.ph/dpc\\_internet.htm](http://www.dpc.ph/dpc_internet.htm)

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

**Media Contact:** Justin Hayward, Telnic Limited <http://justin.tel>