

PRESS RELEASE
FOR IMMEDIATE RELEASE



Dot TK –TurK Internet Adresi **New Turkish domains promise online revolution**

ISTANBUL – 29th MAY 2008. Dot TK, the innovative domain name registry is opening its doors in Istanbul to start a revolution by providing fast, easy and cost-effective Turkish domain name registrations.

Website & email addresses are recognized by domain names. Everybody knows generic domain extensions like .COM and .ORG. Now Dot TK is introducing a new extension for the Turkish market: .TK.

Dot TK expects the impact of these domains to be significant and positive for both the Turkish market and the Turkish public. “The benefits are obvious,” says Joost Zuurbier, CEO of Dot TK. “Dot TK clearly represents the Turkish Domain. A clear and simple web address which the public can easily remember is a real advantage for both the customer and the website owner.”

Many industry experts agree that the systems of other local domain registries in Turkey are very bureaucratic, slow and complicated. With Dot TK, no company registration papers or tax information is required. A .TK domain can be registered in seconds and is available to anyone at a quarter of the price of a .COM.TR.

“Turkish registrations were not always easy,” says Matt Kelly, Business Development Manager at Dot TK. “With the 20 different types of .TR available and the complicated process of registering these domains, many Turkish companies felt a Turkish domain name was too difficult to obtain. With Dot TK there are no restrictions regarding availability of domain names and none of the frustrating bureaucracy associated with the current Turkish domain market. This obviously appeals to Turkish website owners as it saves them valuable time – time they would rather spend impressing their customers, not filling out forms.”

The Turkish internet market is growing rapidly, with over 16 million users already online. Dot TK intends to provide a clear and accessible internet identity for Turkey as it continues to flourish and establish itself as a major force on the world stage. Domains can be registered at www.dot.tk or with most Turkish Internet Service Providers or Web Hosting Providers.

The Dot TK Registry is privately funded and has headquarters in Amsterdam (Netherlands). Dot TK has offices in Istanbul, London (United Kingdom) and Douglas (Isle of Man). With its management team, an experienced staff and multi-redundant backbones in all the countries, Dot TK can handle millions of registrations.

Dot TK – TurK Internet Adresi
Contact press: Marjinal PR Serpil Guzel Un Tel: +90 (212) 219 29 71
E-mail: serpilg@marjinal.com.tr

For global press enquiries, please contact
Matt Kelly in London Phone: +44 20 7734 9596 / email: matt@dot.tk