



Fonecta to begin roll out of .tel names for its customers

LONDON, United Kingdom - 12th April, 2011 - Telnic Limited (<http://telnic.tel>), the registry operator for the .tel top level domain (TLD), today announced that Fonecta (<http://www.fonecta.fi/>), the fastest growing media company in Finland, is to begin registering .tel names.

Harri Aho, Vice President Fonecta Oy, said: "We're constantly looking at technology that can enhance our customers' visibility regardless of any device that they are searching from. For us, .tel is the important link in providing a service that spans all search and discovery environments at an investment level that is relatively low. We're looking forward to seeing the results .tel will provide our customers moving forward."

Ian Bowen-Morris, Chief Marketing Officer at Telnic, added: "With the leadership position and brand strength that Fonecta has in the Finnish market, when it comes to providing marketing communications services that work online, we believe that there is no better partner to work within the region and no better service provider for small businesses and professionals to help get their businesses found online."

Fonecta is the market leader in directory services. 110,000 businesses are using Fonecta's sales enhancement solutions and its comprehensive services are being addressed for information search more than 2.8 million times every day. Fonecta's services include search engine marketing, customer relationship marketing, digital direct marketing and search media.

Fonecta is a member of European Directories with business operations in eight EU countries.

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Note to Editors:

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

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