

HC International to provide .tel names to clients through TelChina

LONDON, United Kingdom – January 12, 2011 – Telnic Limited (<http://telnic.tel>), the Registry Operator for the award-winning communications-focused .tel top level domain (TLD), and TelChina (<http://telchina.tel>), its strategic partner in China, today announced that HC International (www.hc360.com - HK8292), a leading B2B E-commerce and traditional marketing services provider in China, has begun providing .tel names to its 170,000 clients on the Southwest Operations Centre platform.

Lucy Wang, CEO of TelChina explained: “We’re pleased that HC International is the first leading service provider in China to incorporate .tel names into its E-commerce services. With the growing importance of an online presence for business and increasing use of the mobile web, providing .tel names will enhance discoverability, accessibility and the reputation of their clients, both in China and abroad.”

With over 10 million registered members in more than 32 industries, HC International is a leading B2B E-commerce service provider in China. HC International will begin providing .tel names to its 170,000 small and medium-sized businesses on its Southwest Operations Centre platform in stages. Businesses will benefit from .tel names bundled with their current HC International services, enabling their business to be found in a cross-platform environment as well as improving their communications effectiveness by offering customers different communications choices through .tel, including mobile-optimized micro-sites.

Khashayar Mahdavi, CEO of Telnic Limited, said: “We are confident that 2011 will be an exciting year for TelChina and .tel, given the rapid adoption that they are experiencing from organisations such as HC International. We fully anticipate an accelerated take-up of .tel names from E-commerce, online marketing and telecommunications companies in the region as the success of this and other deals become apparent.”

About HC360

Founded in 1992, www.hc360.com (HK8292) is a leading B2B E-commerce service provider in China. In December 2003, it successfully listed on the Growth Enterprises Market (GEM) of the Stock Exchange of Hong Kong Limited, and became the first listed mainland company in information services industry and B2B electronic commerce services industry. At present, it has over 10 million registered users and serves up to 8 million buyers in more than 32 industries, making itself the most influential e-commerce service provider in China.

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

About TelChina: <http://telchina.tel>

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