

**Al Wahda Express Group integrates .tel names into online advertising solutions**

**LONDON, United Kingdom - 22<sup>nd</sup> March, 2011** - Telnic Limited (<http://telnic.tel>), the registry operator for the .tel top level domain (TLD), today announced that The Al Wahda Express Group of companies (AWE - <http://www.awe.ae>) will be providing .tel domains to its customers as part of an integrated online marketing solution.

Wayne Foster, CEO of AWE, said: "In today's competitive environment, maximum exposure means more potential customers for your business. With .tel soon to be a part of our online offering, our customers can be confident that the services that we provide are on the cutting edge of marketing solutions, no matter how their customers choose to find them."

AWE has been a leader in advertising and contact solutions through its flagship products, the Yellow Pages and White Pages directories, in the region since 1986. While maintaining a leading position in printed directories, the company has rapidly grown into one of the most prolific providers of online advertising and mobile advertising solutions.

AWE will begin providing .tel names to customers in the United Arab Emirates, with customers in Egypt and Saudi Arabia benefitting from the integrated solution later in 2011.

Khashayar Mahdavi, CEO of Telnic, added: "With the explosion of smart phone usage and the increasing competitiveness of the online environment, customers will continue to see benefit from the comprehensive services that AWE provides. With .tel domains supporting both English and Arabic information, customers can compete both locally and globally for attention and business, both from traditional PC browsers as well as the increasing smart phone customer base."

AWE joins other yellow page service providers in Asia, the United States and Europe who are already providing integrated advertising solutions combined with a .tel name to their customers for maximum and cost-effective online exposure.

For more information about .tel names, please visit <http://telnic.org> or see customer stories at <http://ILoveMyTel.com>

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**Note to Editors:**

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

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