

**Macau Yellow Pages first in Asia to roll out .tel to all customers**

**LONDON, United Kingdom – 2<sup>nd</sup> December, 2010** –Telnic Limited (<http://telnic.tel>), the Registry Operator for the award-winning communications-focused .tel top level domain (TLD), announced today that Directel Macau Limited (<http://www.yip.mo>), the official Yellow Pages for Macau for the past 21 years, is the first Yellow Pages organization in Asia to provide .tel to all of its customers.

Directel Macau, which runs Macau Yellow Pages, one of the most visited websites in the country, will provide localized .tel services to all of its customers. The solution will include a Macau Yellow Pages-branded .tel proxy page and both simplified Chinese and English versions of the content. This will provide its customers with an integrated and branded online presence to use as a central point of contact, all managed by Macau Yellow Pages, and which is automatically optimized for mobile and traditional web access.

“We strongly believe that .tel will enhance our multi-platform strategy and help us provide our clients with increasingly effective ways to target their audiences in Macau and abroad,” said Oscar Sousa Marques, CEO of Directel Macau. “By delivering this additional service to our customers, we will be able to offer a simple and effective online presence which will serve their needs in an effective and optimized way, regardless of how their customers wish to access and communicate with them.”

Ian Bowen-Morris, CMO at Telnic Limited, said: “We’re delighted that Macau Yellow Pages has taken the lead on recognizing how the integration of .tel can enhance its existing customer value proposition. The strong combination of Directel Macau’s existing services combined with .tel significantly increases visibility of its customers online and on mobile devices, generating more contacts and sales leads. With the ability to provide information in many languages simply and quickly, we believe that .tel will be a complementary and valuable tool in the suite of offerings that yellow page providers can offer to the benefit of their customers.”

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**About Telnic Limited**

For more information, please visit <http://about.telnic.tel>

**About Directel Macau Ltd**

Directel Macau has been under contract from Companhia de Telecomunicações de Macau, the local telecommunications company, publishing the official Macau Yellow Pages for the past 21 years. The print Yellow Pages are still one of the most effective local advertising media with a reach that almost covers every citizen of Macau.

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