



**For Immediate Release**

## **DotAsia, SGNIC, and IPMirror launch unprecedented .Asia and .SG bundle package at CommunicAsia 2009**

Singapore, June 11, 2009 - DotAsia Organisation (DotAsia), SGNIC, and IPMirror today proudly announced a special promotion program for the upcoming CommunicAsia 2009 conference held in Singapore from the 16th to 19th of June this year. DotAsia and SGNIC worked hand-in-hand to offer a special "1 .Asia + 1 .SG" registration package at \$28 SGD (or \$19 USD) via IPMirror, a .SG and .Asia accredited registrar.

"We are especially excited about the program as it exemplifies our belief in the value of '.Asia' in complementing local domains. Through the program, companies in Singapore can utilize a '.Asia' domain to expand their businesses and identity around Asia, and at the same time solidify their presence locally with '.SG'," says Edmon Chung, CEO of DotAsia. "CommunicAsia is a great platform for businesses around Asia to keep up to date on ICT and Internet development. The program also highlights the benefits of utilizing both a '.Asia' domain and a '.SG' domain for companies coming online to increase their footprint online and to improve search engine ranking."

Lim Choon Sai, General Manager of SGNIC adds, "We are delighted to work with DotAsia. Now starting at CommunicAsia and through the ICANN meetings in Sydney Australia, people will be able to register '.SG' and '.Asia' domain names bundled together. SGNIC has been one of the early supporters to the inception of DotAsia. This collaboration celebrates both SGNIC's vision on helping Asia build its online presence, and DotAsia's commitment to contribute back to the Internet community in the region."

Janna Lam, MD of IP Mirror says, "This is a unique opportunity for us to serve the local, regional and global market simultaneously. This bundle makes a lot of sense for businesses because having a '.SG' domain strengthens local identity while having '.Asia' as a global domain helps expand presence regionally". The US\$19 per year registration for getting both .Asia and .SG domain names is truly a never-before-seen deal for everyone, for a limited



period until 15<sup>th</sup> July 2009. For more information on this deal, please visit <http://www.ipmirror.asia>.

DotAsia is also partnering with APNIC (Asia Pacific Network Information Center) for a pavilion at the CommunicAsia 2009 event. At the pavilion, DotAsia will showcase the encouraging results from its community projects and contributions towards the promotion of Internet development and adoption in Asia. As a not-for-profit organization, DotAsia has helped launch 8 major community projects, including: OLPC.Asia, Relief.Asia, CreativeCommons.Asia, ISIF.Asia, NetMission.Asia, HKFilm100.Asia etc.

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#### **About IP Mirror**

IP Mirror is an intellectual assets management company with specific expertise on domain name registrations, portfolio management, in-depth investigation and reporting and intellectual property rights enforcement in line with dispute resolutions policies. One of its aims is to strongly advocate trademark protection at the domain name level since most trademark infringements are usually alerted at this level. An accredited domain name registrar of ICANN, China, Denmark, EU (European Union), France, India, Palestinian Territories, Philippines, Singapore, Taiwan, United Kingdom, IP Mirror's customers can pick from a wide range of extensions originating from various global sources.

#### **About DotAsia Organisation**

DotAsia Organisation (<http://www.registry.asia>) is a not-for-profit corporation with a mission to promote Internet development and adoption in Asia. The organization oversees the '.Asia' top-level Internet domain name, and is formed as an open consortium of 20 official top-level-domain authorities around the region, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and 5 regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. Asia has developed into a global force in the international commercial, political and cultural network. The .Asia domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development



in the region.

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