



**For Immediate Release**

**.Asia Go Live kicks off: Millions of High Value Domains  
Still available on First-Come-First-Served basis**

*DotAsia Announces “Hot or Not” Contest, Invites Everyone to Participate!  
Cyberport.Asia Launches to exemplify Hong Kong as Asia’s World City*

Hong Kong, 26 March 2008 – **DotAsia Organisation** announces Go Live of the “.Asia” registry, signifying the start of first-come-first-served registrations, allowing anyone around the world to get their .Asia domain instantaneously. “With over 10 million domains registered in China alone and over 150 million worldwide, the potential for .Asia is only now starting to be realized. There are millions of great .Asia domains still available on a first-come-first-served basis,” says Edmon Chung, CEO of DotAsia.

During the earlier Sunrise and Landrush phases, .Asia already received over 500,000 domain registration applications. About 45,000 domains received more than one application, and will go to auction. This proved to be successful in reducing the chaos created in previous domain launches as registrants clamour for high value domains.

“The .Asia launch has demonstrated a management team committed to balancing the protection of rights while encouraging demand and adoption,” says Peter Dengate Thrush, Chairman of ICANN. “The success of the .Asia launch will pave the way and set a new benchmark for future top-level-domain launches.”

Among domains headed to auction are highly valuable names such as buy.asia and hot.asia. A live ticker and further information is found at <http://auctions.registry.asia>. Engaging the public in some fun, DotAsia is launching a first-of-its-kind “Hot or Not” contest: Anyone can play to guess which .Asia domain will fetch the highest auction price and what that price might be. Details and prizes will be announced shortly and posted on <http://www.think.asia>.

“It should be an exciting contest! It will be interesting to see which .Asia domains people think are hot. I think there will be quite some surprises,” adds Chung. “Through the contest, we hope to foster awareness of the .Asia domain and the appreciation of the value of a good name.”

Among the first to recognize the value of .Asia is Hong Kong Cyberport, who announced today the launch of “www.Cyberport.asia”. “Adopting [www.cyberport.asia](http://www.cyberport.asia) as our online identity aligns us with Hong Kong’s vision as Asia’s World City, and our mission to be the hub of IT business in Hong Kong and around Asia,” says Nicholas Yang, CEO of Cyberport.



**About DotAsia Organisation:**

DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the **.Asia** Sponsored Generic Top Level Domain. DotAsia is a not-for-profit, community-based organisation incorporated in Hong Kong. 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. To learn more about DotAsia, please visit: <http://www.registry.asia>.

**Media Enquiries:**

*DT Asia Communications Asia Pacific*

Jowie Wong           (jowie.wong@dt-asia.com)           +852 2115 8887

Gary Tong           (gary.tong@dt-asia.com)           +852 2115 9535

*DotAsia Organisation*

Pavan Budhrani   ([pavan@registry.asia](mailto:pavan@registry.asia))           +852.37410015

- End -