



**For Immediate Release:**

## **.Asia Landrush Closes with Half a Million Domain Name Applications**

*Buy.Asia with most Applications in Landrush; Sex.Asia with most Applications in Sunrise*

Hong Kong, 13 March 2008 – **DotAsia Organisation** announced today that a total of 473,633 domain registration applications were received within the 3-week Landrush period. Including Sunrise and .Asia Pioneer Domains, the number of applications totals to over half a million: 505,838. .Asia registry will Go Live on March 26, domain names will be available on a First-Come-First-Served basis.

“The results exceeded our expectations. We are very pleased with the enthusiastic demand for the .Asia domain. This is a testament to the global interest in the thriving Asia Internet marketplace, and the investment appeal for the most prestigious cyber real-estate in Asia,” says Edmon Chung, CEO of DotAsia. “It will be interesting to see which of the domain names would fetch the highest prices in the auction. I believe we could be in for some surprises.”

45,697 domains received more than one application in Landrush and will go to auction. Out of which, “buy.asia” was the most sought after, with over 400 applicants fighting for the name. Others in the top 5 include: hot.asia, gold.asia, fun.asia, girl.asia. 1,051 domain names received more than one application during Sunrise. Among which, “sex.asia” received the most Sunrise applications, with 14 prior-right claims filed. A live ticker and the latest auction results can be found on [www.registry.asia](http://www.registry.asia).

Pool.com, a leading company in domain name acquisition and secondary market sales, is the technology partner for DotAsia for Sunrise and Landrush Auctions. Richard Schreier, CEO of Pool.com says, “.ASIA names have limitless potential, with over 510 million people online in the Asia/Pacific region, it’s the fastest-growing audience in the world. It is natural to see a boost in the cyber real estate market given the booming Internet market in Asia. It is also no surprise that competition for many .Asia domains will be fierce. Our systems are ready for a wave of bidding activity as people clamour for the best names.”

The top registrar in the .Asia Landrush was AsiaDNS ([www.asiadns.asia](http://www.asiadns.asia)). Others in the top-10 include: Dotalliance ([www.dotalliance.asia](http://www.dotalliance.asia)), Communigal Communications ([www.galcomm.asia](http://www.galcomm.asia)), GoDaddy.com, Key-Systems ([www.domaindiscount24.asia](http://www.domaindiscount24.asia)), Gabia, HiChina Web Solutions, DomainPeople ([www.domainpeople.asia](http://www.domainpeople.asia)), Yesnic and NamesBeyond.com. “.Asia opened great opportunities for AsiaDNS. Even with high expectations, our results nearly doubled our expectations! We were able to attract new customers from around the world who understands the value of a .Asia domain.” said Frederick Schiwek, EVP of AsiaDNS.



**About DotAsia Organisation:**

DotAsia Organisation 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. Visit: <http://www.registry.asia> for more information.

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