



**For Immediate Release**

**.Asia Auctions for Landrush Applications commences.**

Hong Kong, 22 April 2008 – **DotAsia Organisation** announces the start of its auctions for domains receiving more than one application during the Landrush period. The 45,000 auctions will be scheduled over an 8-10 week period allowing for participants of multiple auctions to better manage the process. To spark interest in appraisal of domain names, DotAsia is also launching the Hot or Not Domains Appraisal Contest. Correctly identifying the domain name that fetches the highest winning bid will make you a winner of cash prizes.

Winners of the Hot or Not contest will be revealed starting May 2008. Details on the competition can be found on [www.think.asia](http://www.think.asia). Major players in the domain investment and secondary market, including Sedo from Germany, Pool.com from Canada and Ename from China will also participate in the contest to give their appraisals and commentary of domain auctions to watch. Their insights will contribute to a blog maintained at the contest website, to provide contestants clues about the hottest picks.

Major companies are already utilizing their .Asia domain for regional campaigns and portals. "We are excited to see the launch of sites such as [www.SonyEricsson.asia](http://www.SonyEricsson.asia), [www.KeepWalking.asia](http://www.KeepWalking.asia), [www.6FL.asia](http://www.6FL.asia) and [www.Game.asia](http://www.Game.asia)," says Edmon Chung, CEO of DotAsia. "The active usage and promotion of these domains is the best testimonial to our hard work to make .Asia a reality, and will definitely drive the value of .Asia domains overall."

**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:**

For press enquiries, please contact Pavan Budhrani at 37410015 ([pavan@registry.asia](mailto:pavan@registry.asia))

- End -