



For Immediate Release

First 4 Weekly Top Auction Domains Announced: Resorts.Asia, Careers.Asia, Southeast.Asia and Seo.Asia. Week 5 and Grand Prize of US\$10,000 awaits its winner.

Hong Kong, 4 July 2008 – **DotAsia Organisation** announced today that the winning domain for Week 4 of the .Asia Hot or Not Domains Appraisal Contest is “Seo.asia”. The previous three winning contestants have each already received a check for US\$1,000 as well as a .Asia domain name of their choice. The deadline for Week 5 ends this Sunday, July 6, and everyone still has the chance to win the Grand Prize of US\$10,000, which deadline is Sunday July 13.

Xavier Lee from Hong Kong, proud winner of the first week said, “I was definitely very surprised but at the same time excited when I learnt that I had won the first prize. I went with ‘resorts.asia’ because I felt the domain had a good business value and was sure to get a high auction price. I did look at previous auction prices to get a feel for what the value would be”. In addition to the prize money, he was also given a domain name of his choice for 10 years and he opted for ‘lightyear.asia’. Xavier added, “I have always been a huge fan of space exploration, owning this great .Asia domain name and being able to develop it is really exciting!”

Dr. Lillian Nejad, a psychologist from Melbourne, Australia won in the second week, "I was surprised and delighted to win \$1000USD in this competition. There were so many good names to choose from, but 'careers.asia' stood out as a having the most potential given all the employment opportunities that Asia can offer. Thanks to DotAsia and everyone involved!" Lillian was also given a domain name of her choice for 10 years, and her pick was 'mycreditcards.asia'.

George Pongas, Chief Operating Officer of Australian Style Group Pty Limited (www.bottle.asia) claimed, “The Hot or Not Contest provides a glimpse of the value of a DotAsia domain names. It is exciting to have a winner from Australia! This will definitely help raise our profile in the world stage and drive registrations for .Asia domains.” According to statistics from DotAsia, out of the hundreds of entries received, many of the Hot or Not contestants are coming from Hong Kong, Australia, Germany and USA.

Submissions for the final week of the weekly contest concludes this Sunday July 6, while the US\$10,000 Grand Prize submission deadline is on the 13th of July. For more details and to enter, log onto www.think.asia.



About DotAsia Organisation:

DotAsia Organisation (www.dotasia.org) 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>.

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