



**For Immediate Release**

**Discover.Asia Reach US\$112,111 as Hot-or-Not Contest Excitement Continues**  
***Ongoing Auctions: book.asia and gifts.asia, make inroads on Top 10 list***

Hong Kong, 23 July 2008 – **DotAsia Organisation** announced today that auction for Discover.Asia closed at US\$112,111 and now has a commanding lead over “sex.asia” on the Top 10 auctions list. The .Asia Sunrise and Landrush auction process is approaching its final stretch, while the .Asia Hot-or-Not Domains Appraisal Contest continues on <http://www.think.asia>. Grand Prize winner for US\$10,000 will be crowned when auctions are expected to be completed later in August. Battle among the Top 10 Auction continues with challenges coming from gifts.asia (US\$36,000) and book.asia (US\$32,005). Both entered the Top 10 list this week and have already climbed to 5<sup>th</sup> and 6<sup>th</sup> place respectively. The two domains have been exchanging positions back and forth and both auctions are still ongoing. Other names to watch out for include “diamond.asia” and “fant.asia” which are making tremendous strides. On the other hand, “gps.asia”, which broke into Top 10 last week has dropped out of contention.

As the .Asia Sunrise and Landrush auctions continue, “lasvegas.asia”, which went through the Landrush auctions in June sold for US\$30,000 last week on the secondary market, breaking into the global Weekly Top 10 domain sales reported at DNJournal (<http://www.dnjournal.com>).

In response to the remarkable development, Edmon Chung, CEO of DotAsia Organisation commented, “While DotAsia continues to be vigilant over infringement and abusive domain registrations, a healthy secondary market for .Asia domains is beneficial for the adoption and growth of the .Asia domain overall. Some of our critics originally held that the Sunrise and Landrush process could stifle the development of a secondary market for .Asia. The sale disproves such theory and demonstrates the investment and growth value for .Asia domains.”

The combination of “Las Vegas” and “Asia” comes as no surprise to many after Macao, the “Las Vegas of Asia”, surpassed the Las Vegas strip to become the world’s biggest gambling center back in 2006. Reports also showed that Las Vegas have realized that 4 out of 5 of its high rollers come from Asia.

So it waits to be seen if discover.asia may be displaced at the top. With more exciting names entering the scene in the final weeks of the auctions, there are sure to be more surprises. For up to date information, the Hot-or-Not contest and the Top 10 Auction list, check out:

<http://www.think.asia>.



**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))

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