



**For Immediate Release**

**Asia Go-Live Opens with over 10,000 New Domains Registered Each Day  
Chinese and Indians Among Top Registrants of .Asia Domains  
Verification of Sunrise Applications Complete**

Hong Kong, Apr 14, 2008 - An average of over 10,000 new .Asia domains were successfully registered daily for the first five days upon opening of the first-come-first-served phase (Go Live) of .Asia domain registration. Since then a steady flow of 2,000 to 4,000 new domains are being registered each day.

Globally, .Asia domains proves to be most popular among Chinese registrants followed by Australian, New Zealand, Indian and Korean registrants. US and Japan are also among the top 10 countries registering .Asia domains.

"We are very encouraged to see the strong demand coming from registrants in Asia, especially from China and India," Says Edmon Chung, CEO of DotAsia. "Not only does this add to the strong foundation we have built for .Asia through the startup phases, it presents great opportunity for our registrars to expand their market in Asia. This will ultimately mean more investment into the Asia market and better realization of the vast potential for the cyber real estate industry in Asia."

The top 5 registrars in Go Live, in order, are: GoDaddy, Mesh Digital ([www.domainmonster.asia](http://www.domainmonster.asia)), EuroDNS ([www.asiadns.asia](http://www.asiadns.asia)), Direct Information and Moniker Online Services.

Auctions for domains receiving more than one Landrush application is being scheduled, and will be announced shortly. A total of over 45,000 domains received more than one application and will enter into auction between the applicants. A .Asia Hot or Not Domains Appraisal Contest is being launched for anyone to pick the domain that would fetch the highest auction price for the Sunrise and Landrush auctions. Details are being announced at [www.think.asia](http://www.think.asia).

The verification for all Sunrise applications received has been completed. The final success rate for all Sunrise applications is over 95%. "The flexibility built into the .ASIA Sunrise policies and the verification process proved to be successful in accommodating the interests and expectations of brand owners and their registrars," says Bart Lieben, who directed the process with Deloitte. "I believe this will set the benchmark for domain launches to come."



"The diligence, thoroughness and flexibility from our Verification Agents, Deloitte and AGIP was a determining factor for the high success rate," adds Chung. "This builds a strong foundation for adoption of the .Asia domain. We are already seeing global brands using their .Asia domains in regional campaigns across Asia, such as a recent campaign for a renowned whiskey brand, and we are very pleased and excited about it."

**About DotAsia Organisation:**

DotAsia Organisation ([www.dotasia.org](http://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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