



FOR IMMEDIATE RELEASE:

DotAsia Cheering for Asian Teams in the World Cup with Special Playtime Promotion

Hong Kong, June 23, 2010 – As the World Cup fever continues to sweep across Asia, DotAsia announces special program to show support to Asia Pacific teams playing in the finals, including Japan, South Korea, North Korea, Australia and New Zealand. DotAsia is launching a special “Go Asia!” playtime promotion for “.Asia” domain registrations during the playing time when the Asia Pacific teams are in action.

“When Asian teams play in the World Cup, it brings the community together. We are excited to see fans across Asia cheering on Asian teams even when it is not their own national team,” says Edmon Chung, CEO of DotAsia. “The ‘.Asia’ domain celebrates this spirit.”

South Korea reached the semi-finals of the World Cup 8 years ago in 2002. This year Japan, South Korea and New Zealand all have a good opportunity to reach the next round and Australia still stands a chance to advance. The “Go Asia!” playtime promotion will encourage and bring together fans around the world to cheer on the Asian teams.

According to market studies, entertainment is by far the most popular Internet activity in Asia Pacific. This includes listening to music, watching movies, watching sports TV, multimedia, entertainment news and humor/comedies. During the World Cup, millions of fans across Asia will be logging on to get the latest news, odds, and shop for merchandise. With “Asia” being a popular search term, the “.Asia” domain not only provides companies with a identity that can immediately become more friendly to the Asia Internet marketplace, it also naturally improves visibility and search engine rankings by enhancing search engine optimization (SEO) for websites.

About DotAsia Organisation

DotAsia Organisation is a regional not-for-profit organization with a mission to promote Internet development and adoption around Asia. DotAsia oversees the “.Asia” top-level Internet domain name, and is formed as an open membership consortium of official domain authorities around the region, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. DotAsia has a core mandate towards digital inclusion, education and research and development.

Since the launch of the “.Asia” registry in March 2008, DotAsia has been proactively contributing to the Internet and cultural community in Asia. Today, DotAsia is already supporting many community projects in the region: Relief.Asia (<http://www.relief.asia>), ISIF.Asia (R&D Grants Fund -- <http://www.isif.asia>), CreativeCommons.Asia (<http://www.creativecommons.asia>), OLPC.Asia (One-Laptop-Per-Child Initiative in Asia -- <http://www.olpc.asia>), DSF.Asia (Digital Solidarity Fund -- <http://hk.dsf.asia>), OSS.Asia (Open Source Software consortium -- <http://www.oss.asia>), and NetMission.Asia (youth volunteer program & network -- <http://www.netmission.asia>).