



For Immediate Release:

.Asia Auctions Fetches Over US\$3 Million

*.Asia Hot-or-Not Contest First Weekly Prize Winning Domain: resorts.asia
GMA2008.Asia Attracts Millions of Hits, Drives .Asia Adoption*

Hong Kong, 16 June 2008 – DotAsia Organisation announced today total registration for .Asia domains are expected to exceed a quarter of a million by the end of the first quarter after its public launch . Proceeds from the .Asia Sunrise and Landrush auctions have already exceeded US\$3M and rising, demonstrating strong demand and growth value for .Asia domains.

“Registrants competing for unique .Asia domain names in a fair and calm process is proof the auction mechanism is better for facilitating an orderly and stable introduction of the .Asia domain into the social and technical fabric of the Internet, than the chaotic first-come-first-serve model,” says Edmon Chung, CEO of DotAsia. “We are equally excited that the .Asia auctions have already reached US\$3M, with about two-thirds of Landrush auctions still to go.” So far highest-priced auctions have reached beyond US\$80,000, with top 100 averaging more than US\$10,000, including promotion.asia (US\$26,000), sushi.asia (US\$22,500) and pos.asia (US\$20,500).

Earlier, DotAsia launched the Hot-or-Not Domain Appraisal Contest rewarding US\$15,000 to anyone who can identify the domain fetching the highest auction price. Last week the first of 5 Weekly Prizes of US\$1,000 found its winner. The winning contestant correctly identified the winning domain: “resorts.asia”, and was most accurate in his appraisal for the winning price at US\$20,000 (the actual auction price was US\$22,501). While we congratulate the winner, the contest continues with 4 more Weekly Prizes of US\$1,000 each and a Grand Prize of US\$10,000. Enter to win, find expert opinions and check out the live auction ticker at: www.think.asia.

Adoption of the .Asia domain is showing signs of new vigour. Of the over 30,000 global brands registering their .Asia during Sunrise, many are beginning to setup Asia content on their site, e.g. sonyericsson.asia, levis.asia, oce.asia etc. Earlier Kenny G's Asia tour utilized www.KennyGLive.asia, while Stephen Chow's latest movie adopted the www.CJ7.asia web address. The latest to join this trend is GMA2008.asia, the official website for this year's Golden Melody Awards, the Grammys of Mandarin-pop music. The site houses an online poll for the hottest Chinese stars and is drawing millions of hits from fans across Asia. This means awareness of the .Asia domain for millions of users typing in www.GMA2008.asia to their browsers.

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