



**Exclusive Invitation:**

## Be a .Asia Pioneer. Build your Brand on the Prime Cyber Real Estate in .Asia!

Pioneers Recruitment: July 11 – August 31, 2007

Asia already has by far the largest and fastest-growing population of Internet users. Internet traffic from and within Asia is increasing apace as Asian users embrace interactive content and blogging. Traffic originating from Asia to the top websites in the world has also outpaced that from the US and Europe. Out of the more than 10 million new domain names registered every three months in 2006, over four million ccTLD registrations were added in the fourth quarter of 2006, representing the largest quarterly growth for ccTLDs.” This growth was driven largely by Asia, especially China.

The .Asia Pioneer Domains Program is a unique opportunity for anyone to develop exciting new websites with the best domain names from the .Asia registry. Applicants will be invited to submit a brief proposal for the domain of their choice. The quality of the ideas for utilizing the domain name will be the basis of the allocation of the domain. The best proposal wins the right to operate the best .Asia domains.

What that means is that the .Asia Pioneer Domains Program offers the ultimate first-mover advantage for brand development and e-commerce in Asia. Before anyone can register a .Asia domain name, we are inviting you to be a .Asia Pioneer for the chance to operate and own the best .Asia domain names (brand owners are also invited to propose the use of their own name). Not only will you be able to protect your brand, the .Asia Pioneer Domains Program will offer prime real estate from .Asia to people who are genuinely interested in developing meaningful websites for Asia.

Imagine what you can do with great Internet domain names like “www.Music.Asia” or “Business.Asia”. Imagine how you could complement your brand with brilliant names such as Sports.Asia, Movies.Asia or Invest.Asia. What is the value of a domain? Business.com sold for US\$7.5M in 1999, and is valued at between US\$300-400M recently; Tom.com for US\$2.5M in 2000; Vodka.com sold for US\$3M, while Diamonds.com went for US\$7.5M in 2006. Earlier this year, domain valuations broke record high with Poker.com reportedly auctioned out for more than US\$20M, while Poker.de collected close to US\$1M.

The DotAsia Organisation is a not-for-profit organisation with a focused mission to operate the .Asia Registry. The organisation have a purposeful mandate to direct surplus proceeds to community initiatives in the region, such as projects to bridge the digital divide and regional research development projects.

The launching of the .Asia domain from Asia and for Asia marks a historical milestone in the development of the region. Your participation will make the .Asia launch even more remarkable and meaningful.

To build .Asia into a thriving cyber community, we seek your help and your vision. The Pioneer Domains Program allows you to show commitment to the most vibrant region by investing your brand and your name on a .Asia domain. Furthermore, the DotAsia Organisation looks to entrust you with the most prestigious real estate in .Asia, to make it a canvas for your next great idea. How big can you make Star.Asia, Friends.Asia, or Mobile.Asia? Think big! Think.Asia!

Today, there are already 400 million Internet users in Asia accounting for only 10% of the region's total population. With a rapidly growing Asian economy, we believe that the adoption of ".Asia" will help fuel the continued growth of the Internet in the region and drive more opportunity for both business and individuals. A .Asia domain can be utilized in creative ways to bring additional value to your businesses by pointing end users to relevant information.

"Asia" is a natural term used in everyday language. The word 'Asia' is already widely used in numerous brands and company names. A Google search returned about 1.5 million results for the term "Asia Ltd.". The amazon.com site listed more than 900 entries when searching "Asia" under the magazine category, and over 200,000 entries in books. Whether it is the local company expanding to the region, or a multinational setting up a regional headquarters, the word Asia is often appended to the brand to connote a stronger sense of affiliation. The .Asia domain therefore provides a natural home for your Internet presence in the region.

We are very excited about the opportunities with the Pioneer Domains Program. This is an exclusive invitation to you and your colleagues to utilize the program to get the best domain names in .Asia based on the merits of your great ideas. Please do not hesitate to contact us or to express your interest or comments about the .Asia Pioneer Domains Program by emailing us at [pioneers@dot.asia](mailto:pioneers@dot.asia).

Looking very much forward to your positive response and working with you to make .Asia an Internet destination of the future.

Sincerely,



Edmon Chung  
Chief Executive Officer  
DotAsia Organisation