



Exclusive Invitation:

Protect Your Name in .Asia and Reach out to Audiences from the Most Vibrant Region in the World!

The .Asia Celebrity Pioneer Domains Program

Deadline for application: February 13, 2008

Dear Distinguished Guest,

We are writing to invite you to be a pioneer for Asia, and to make <YourName>.Asia a global mark. There are already 460 million Internet users in Asia accounting for almost 40% of the world's online population. Today, Asia is a global force in international economics, politics and culture. The ".Asia" domain aspires to embrace this Asia Century to be the platform for growth for all of Asia.

To build .Asia into a thriving cyber community, we seek your help and your vision. As a renowned and accomplished individual, your success is inspirational for many. Your participation will make this historical launch of the ".Asia" domain an even more remarkable milestone for the region and for the Internet worldwide.

Protection of Your Name in .Asia:

As a distinguished individual, we recognise that your name is especially vulnerable to abuse and infringement on the Internet as cybersquatters becomes increasingly sophisticated. Among the more fortunate may be Madonna.com which was recovered from its former exploitation as a pornographic website, or TomCruise.com. Other high profile cases included "Sting.com", "SushmitaSen.com", "BruceSpringsteen.com", etc. According to a recent report, popular celebrity domain names are regularly up for auction on the Internet, and they are not exclusively ".com" names, nor limited to entertainment celebrities. High profile CEOs, executives and politicians are equally vulnerable. For example, "HillaryRodhamClinton.mobi", "DuncanHunterForPresident.us" and "TerrellOwens.tv" were available for public auction earlier in 2007.

The DotAsia Organisation is committed to the protection of rights of others, and has developed comprehensive programs during the initial launch of the .Asia Registry to curb abuse. In a recent online poll by the Managing Intellectual Property magazine, 100% of the respondents expressed that they were satisfied or very satisfied with the .Asia "Sunrise" process. The .Asia Celebrity Pioneer Program (<http://www.think.asia/celebrity.html>) is designed to offer the protection for renowned individuals and celebrities like you.

While industry groups and the government in Asia are working hard to clamp down on counterfeit goods and content, piracy activities are still rampant in Asia. The MPA (Motion Picture Association) report (http://www.mpaa.org/2006_05_03leksumm.pdf) estimates that worldwide the motion picture industry lost \$18.2 billion in 2005 as a result of piracy. Piracy is not only detrimental to major U.S. studios. Losses to local film industries were highest due to piracy in China, France and Japan, while piracy rates are highest in China, Russia and Thailand. Of which, almost 40% comes from Internet piracy.

Fighting piracy online begins with authentic web addresses. In addition to DotAsia's efforts for different rights protection programs, including expedited suspensions, dispute processes, the .Asia Celebrity Pioneer program offers the best opportunity to protect your name (your brand) online in Asia. Nevertheless, the best designed protection program is only as good as your participation. To avoid exploitation of your own name for domain monetization, speculation and squatting, make best use of the .Asia Celebrity Pioneer Domains to register your name in .Asia.

Beyond protection, we also believe in the value of a .Asia domain for you, your fans and/or your personal profile online, and we encourage you as a .Asia Pioneer to put your name to positive usage. Internet users around the world are actively looking for information about Asia. Overture statistics report that "Asia" is searched over 20 times more than "EU" and almost 5 times more than "Europe". This is because "Asia" is already a natural word used in everyday language. As a highly relevant type-in keyword, a .Asia domain increases your visibility online by naturally improving your search rankings.

About DotAsia Organisation:

The DotAsia Organisation is a not-for-profit organisation and the first global domain registry to be headquartered in Asia. DotAsia is a collaborative effort from official national top-level-domain organisations (such as .KR, .JP, .CN, .IN, etc.) and regional community organisations. The launch of .Asia marks the historical creation of a new piece of cyberspace for Asia among other domains such as ".COM" and ".EU".

As a not-for-profit organisation, DotAsia has a core mandate to contribute its proceeds back to the Asia community, including in: digital inclusion projects to bridge the digital divide; educational efforts, such as bringing schools online; and, providing support for regional research and development initiatives.

The world is searching for "Asia" online, will your fans find you there? Asia is already the region in the world with by far the largest Internet population, and growing at tremendous rate. The value of a ".Asia" domain will no doubt increase significantly as Asia continues to grow. Get ahead of the scrupulous profiteers, cybersquatters and infringers to invest in the Internet destination of the future today.

Deadline for applying for the .Asia Celebrity Pioneer Domains program is February 13, 2008. Landrush (open public registrations) for .Asia begins February 20, 2008.

Looking very much forward to your positive response and working with you.

Sincerely,



Edmon Chung
Chief Executive Officer
DotAsia Organisation