

News Release

Pool.com poised for .ASIA Landrush

February 15, 2008 – Ottawa, Ontario, Canada – Pool.com, a leader in domain name acquisition and secondary market sales, is pleased to announce the ongoing success of .ASIA Sunrise domain auctions.

Auction prices have exceeded \$20,000 US in early auction closures. The popularity of the new .ASIA TLD bodes well for the upcoming Landrush period scheduled to start on February 20 and close on March 12, 2008.

As DotAsia.org's exclusive auction partner for .ASIA domain names, Pool.com is providing their trusted technical and customer support along with a full-featured auction platform for the efficient operation of a transparent mass domain online bidding process.

"We are committed to providing a refreshing improvement to the Landrush process of past TLD launches," says Richard Schreier, Chief Executive Officer of Pool.com. "Instead of a chaotic first-come, first-served approach, all applications received within the .ASIA Landrush timeframe will be considered to be received at the same time."

Schreier adds that domain names with only one application will be awarded to the applicant, while domains with more than one application within the Landrush period will be awarded through Pool.com's auction process. Anyone in the world can apply for .ASIA names as long as one of the registration contacts resides in the Asia/Pacific region.

".ASIA names have limitless potential," says Schreier. "With over 400 million people online in the Asia/Pacific region, it's the fastest-growing audience in the world. Having a .ASIA domain gives businesses international presence within an emerging community."

During the Sunrise Periods for the launch of the TLD, .ASIA received over 30,000 domain name applications from more than 130 countries and economies worldwide. Pool.com encourages consumers and domain investors alike to submit their domain applications for the Landrush period through their [.ASIA accredited registrar](#) of choice.

About Pool.com

Pool.com is a leading company in domain name acquisition and secondary market sales. It offers a complete suite of domain related services including secondary domain acquisition, direct and auction sales, domain security and DNS management. Headquartered in Ottawa, Ontario, Canada, Pool.com is a member of the Momentous.ca family of online enterprises, providing customers with high-quality, high-value online services.

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