



Marktplatz Mittelstand integrates .tel into online offerings

MALLORCA, Spain - Thursday, 12th May, 2011 - Today at The European Association of Directory Providers (EADP) Conference, Telnic Limited (<http://telnic.tel>), the registry operator for the .tel top level domain (TLD), announced that Marktplatz Mittelstand GmbH & Co. KG (<http://www.marktplatz-mittelstand.de/>), the online marketplace for SMEs and self-employed professionals, will be the first German online directory publisher to begin providing .tel domains to customers as part of its subscription packages.

Michael Amtmann, Managing Director of Marktplatz Mittelstand, said: "Small businesses and the self-employed can now take advantage of the power of having their own domain as well as the rich services that we provide in an integrated package. Due to the ever-growing smart phone usage, .tel domains complement our offer perfectly. Owners of a .tel domain have the opportunity to present essential information regarding their business, perfectly customized for smart phone users. The full service offering that we can provide, for desktop users and smart phone users - means our clients will gain the best possible opportunity to further grow their customer base."

With over 420,000 customer listings, Marktplatz Mittelstand is recognized as a leading platform for SMEs and self-employed professionals to generate new business online. Services include search-optimized pages, simple set-up of vouchers and integrated customer reviews.

Working with Telnic partner and ICANN-accredited registrar Key-Systems GmbH (<http://key-systems.tel>), Marktplatz Mittelstand will integrate a .tel domain with every premium-subscription. Additionally, it will offer those customers with free or business-listings a stand-alone .tel registration to provide them with an easy way to be found online and enhance their discoverability through search engines even further.

Ian Bowen-Morris, Chief Marketing Officer at Telnic, said: "Given the recent research¹ showing that only one in ten users of Facebook in Germany actively search for goods and services in that environment, it is still incredibly important for small businesses to engage in marketing in a cost-effective manner through multiple channels online. Marktplatz Mittelstand's clear pricing and compelling offers, now with a .tel domain included, provides an affordable and no-nonsense package that SMEs can trust will deliver them the best chance of being discovered online."

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Note to Editors:

About Telnic Limited – see <http://about.telnic.tel>

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ⁱ Research conducted by Mindshare - <http://tinyurl.com/3ckhm2e>