

PRESS RELEASE



Launch of .ML ***The Country's First Free Domain Name for Everyone***

KUALA LUMPUR – 16th FEBRUARY 2015. Dot ML – the country's new domain is expected to trigger an online transformation by providing fast, easy and free Malaysian domain name registrations.

Today's free Internet world has blurred the lines of country-based domains as organisations, corporations, SMEs and individuals look for domains that can be used to securely and conveniently identify their web presence.

Dot ML can be registered in seconds, without any paperwork or restrictions and includes free usage and renewal, minus the hassle associated with the usual registration process. It is also free from advertising.

Positioned as the new Malaysian domain, Dot ML is expected to be well received by Malaysia's 20 million online user community and SME organisations. Domains can be easily registered at www.dot.ml and with most Malaysian Internet Service Providers or Web Hosting Providers.

"The benefits are obvious," said Joost Zuurbier, CEO of Dot ML. "Dot ML is fully localised and represents the Malaysian domain. It is a clear and simple web address which the public can easily remember. This is a real advantage for both customer and website owner."

Many industry experts agree that the systems of other local domain registries in Malaysia are very bureaucratic and slow. With 8 different types of .MY available and the complicated process of registering these domains, companies have found them tedious and time consuming to obtain.

"Because of the difficulty, a large number of Malaysian SMEs and individuals don't have a desired domain that reflects well on their business. For example, a lot of businesses are still using hotmail or yahoo accounts for communication. Dot ML provides a quality and accessible internet identity for

Malaysia as the country continues to establish itself as a major force on the world stage,” said Jeremie Godreche, COO of Dot ML.

Aside from zero ownership cost and speedy registration, benefits of Dot .ML include:

- A clear and accessible internet identity for Malaysian businesses and individuals
- Supports growth of local content creation and internet entrepreneurship

Dot ML is a privately funded joint venture between Freenom - a Dutch corporation and AGETIC, a governmental organisation responsible for infrastructure and communication in Mali. Dot ML has offices in Kuala Lumpur, Bamako (Mali) and Amsterdam. With its management team, experienced staff and multi-redundant backbones in all countries, Dot ML can handle millions of registrations.

“AGETIC and the Republic of Mali are pleased to be associated with this venture and are delighted to bring the Dot ML domain to Malaysia. Mali has experienced first-hand the positive impact of widely-available free domains. We expect the same for Malaysia. Free domains like Dot ML is for everyone, and just as the internet in general; enables people to express themselves,” said Mrs. Hawa Diakite, representative from the Ministry of Technology, Information & Communication, Mali.

END

Dot ML – The MaLaysian domain

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