

Asian Domains

New .Asia Promotion on domaindiscount24

The end-customer portal of Key-Systems has launched a new give-away promotion: with every .Asia domain name purchased for two years customers receive a free 2GB mini USB memory stick.

'Asia is a powerful part of the global commercial, political and cultural network. A .Asia Internet address sustains your presence in this upcoming market', says Thorsten Smeets, COO of Key-Systems. According to the UN the Asian region represents 60 percent of the world's population. With the generic Top Level Domain (gTLD) .Asia the DotAsia Registry aspires to bring together the Pan-Asia and Asia-Pacific region for cementing a common regional identity.

'Given the number of 300,000 .Asia domains already registered, the gTLD has great potential', says Smeets. 'Having a .Asia domain helps companies doing business with Asia or in Asia, save on cost without having to register all country code level domains within the region', says Leona Chen, Director of Registrar & Community Relations at DotAsia. The gTLD covers 73 countries as Japan or India and economies such as Hong Kong or Macau.

The current campaign is a cooperation between domaindiscount24 and DotAsia. It will run until July 31. All customers who register a .Asia web address for two years will get the free 2 GB mini USB stick (only while supplies last). Additionally, a special reduced price applies. With the dimensions of 2.8cm x 1.5 cm x 0.5 cm the USB stick

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domaindiscount24 is the fully automated portal for end-users to register domains and buy web- and mailhosting services operated by the global domain registrar Key-Systems.

is one of the most compact on the market today. DotAsia will send out the stick after the successful registration of a new domain for two years.

DotAsia is a non-profit membership-based organisation located at Hong Kong which promotes the Internet development in Asia. Its mission is to sponsor, establish and operate .Asia as a regional Internet namespace with global recognition and regional significance. The gTLD for the Asian region was launched in October 2007.

Key-Systems manages more than 2.5 million domains and is one of the biggest domain registrars worldwide. The company with 38 employees has direct access to the registries of 180 country code and generic Top Level Domains like .de or .com.

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About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and webhosting completed the success story. With today more than 2.5 million domains under management, the company has reached a leading market position, selling domain names, webhosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to the domain administration including services to get 'their own TLD' in the future. Since May 2009, Key-Systems has also an US branch: Key-Systems USA, Inc. is located at Wilmington, Delaware.