

MEDIA REPORT

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URL <http://news.domain.cn/html/yumingzixun/2013/0605/24556.html>

The screenshot shows the domain.cn website with a news article titled "易介公司与域通联达域名注册局签署合作意向书" (EJE Company and Domain Registry Sign Cooperation Intention). The article mentions that EJE CEO Mr. Ye Jianxu and TLD Registry CEO Mr. Arto Isokoski signed the agreement on June 3, 2013. The website also features a sidebar with various links and a search bar.

- EJE CEO Mr. Ye Jianxu and TLD Registry CEO Mr. Arto Isokoski signed Letter of Intent on June 3, 2013.
- TLD Registry Ltd is an experienced Irish top level domain business, specializing in the management and sales of new sought-after TLDs. It announced its exclusive new Chinese gTLDs "dot online" and "dot Chinese website" to be made available very soon during the 46th ICANN conference in Beijing in April.
- EJE is the leading domain value-added service provider in China. It has agreed to cooperate fully with the registration and operation of TLD Registry's two Chinese gTLDs in China.
- The world of Internet is constantly evolving, but ultimately, companies pursue to obtain a unique and appropriate domain name. Chinese domains present both opportunities and challenges, but in the eyes of over 500 million internet users in China, fully Chinese gTLDs are easier to memorize. Companies will be able to have domain names that are more linguistically rich and relevant to local culture and customs.