

Singapore, 12 NOVEMBER 2008 | For Immediate Release

SINGLE-CHARACTER DOMAIN NAMES NOW POSSIBLE

Application to start 1st December 2008

Businesses and consumers can soon look forward to a new range of domain names that will offer exclusivity and be easy to remember. The Singapore Network Information Centre (SGNIC), Singapore's national registry for domain names, will release Single-Character Domain Names (SCDN) such as WWW.A.SG, WWW.B.SG, WWW.C.SG, based on the 26 letters in the English alphabet series.

SCDN will join the family of pure numeric domain names released last year and add on to the vibrancy of the online scene here in Singapore as businesses, organisations and individuals will have more domain name options that were previously unavailable.

SGNIC General Manager Lim Choon Sai said: "Single-character domain names are expected to be desirable because they are easy to remember and will be rather exclusive. In an increasingly networked global community, and with domain names attached to many businesses and individuals, such a distinctive domain name will enable its owner to stand out, and be very accessible to its audiences. With the availability of single-character domain names, businesses, organisations and individuals here will have an even greater array of domain names to choose from. This will certainly add on to the vibrancy of the online scene here."

SGNIC will be releasing the SCDN across all seven .SG categories, namely ".sg", ".com.sg", ".net.sg", ".org.sg", ".gov.sg", ".edu.sg" and ".per.sg". Interested applicants can start applying from 1 December 2008¹ with any SGNIC's accredited registrars. The application will close on 9 January 2009. While the registration will be opened to all businesses, organisations and individuals, registered trademark² holders will have priority over other applicants during this period. The price for each SCDN will be S\$20,000. However, if there are multiple applications received for it, the SCDN will be subjected to a bidding process with the starting price of \$20,000.

Please refer to our website at www.sgnic.sg for more details.

ISSUED BY THE SINGAPORE NETWORK INFORMATION CENTRE

Notes to Editor:

- 1 After this period is closed, the remaining single-character domain names not allocated will be reserved by SGNIC and subsequently released again at a later date.
- 2 Trademark owners need to be registered with the Intellectual Property Office of Singapore (IPOS) and a copy of the trademark certificate to be produced upon application. For more information on trademark, please refer to IPOS website at <http://www.ipos.gov.sg>

About Singapore Network Information Centre

The Singapore Network Information Centre (SGNIC) is a fully-owned subsidiary of the Infocommunications Development Authority of Singapore. SGNIC was set up in October 1995 with the main purpose of administering the Internet domain name space in Singapore. It is the central registry delegated by the Internet Corporation for Assigned Names and Numbers (ICANN) to administer domain name registrations under the '.sg' domain name. SGNIC collaborates with international, regional and local Internet communities to ensure a stabilised and efficient operation of the '.sg' domain name space in support of applications provided over the Internet.

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ANNEX 1: SGNIC SINGLE-CHARACTER DOMAIN NAMES LAUNCH TIMELINE

	Milestones	Duration	Activities
Allocation Exercise	Application Period	9:00am 1 Dec 2008 (Mon) to 5:00pm 9 Jan 2009 (Fri)	Acceptance of '.sg' single character domain name applications. Registered single character mark owners may claim priority over other qualifying applicants.
	Consolidation and Notification	9:00am 12 Jan 2009 (Mon) to 6:00pm 23 Jan 2009 (Fri)	Confirmation of bidding cases and notification to bidders.
	Bidding Period	9.00am 28 Jan 2009 (Wed) to 6:00pm 3 Mar 2009 (Tue)	Bidders to go for a hands-on course and to self-practice. Actual online bidding day from 10:00am 2 Mar 2009 to 5:00pm 2 Mar 2009.
	Announcement of Results	By 5:00pm 6 Mar 2009 (Fri)	Provisional allocations and results of bidding to be announced on website.
	Objection Period	9:00am 9 Mar 2009 (Mon) to 5:00pm 20 Mar 2009 (Fri)	Acceptance of objections to provisional allocations.
	Finalisation of Results and Processing	Till 27 Mar 2009 (Fri)	Domain names with no objection to be activated by 6:00pm 27 Mar 2009.