Australian business to bolster Dubai's booming Internet

Australian-based AusRegistry International chosen as United Arab Emirates (UAE)'s preferred Registry Software Services Provider, predicts further growth in the Middle East

June 26, 2007: Australian-based company AusRegistry International Pty Ltd has been chosen by the Telecommunications Regulatory Authority (TRA) of the United Arab Emirates (UAE) to provide Registry Software Services for the .ae Domain Name.

AusRegistry International's CEO, Adrian Kinderis, said the TRA's decision underscores AusRegistry International's position as leaders in the international DNS (Domain Name System) arena.

"Our appointment is testament to that position as well as our company's dedication and technical expertise," he said.

Mr. Kinderis said the TRA, the General Authority for Regulating the Telecommunications Sector in the UAE, announced a full review of the framework, governance and administration of the .ae domain in November 2006.

"AusRegistry International was initially engaged as a consultancy to assist in that review process. It soon became evident that our company could provide a complete Registry solution for the TRA, to help the Authority develop a new administrative, policy and technical framework," he said.

After a thorough tender process, AusRegistry International signed a contract with the TRA, making the company the official vendor of Registry Software for the .ae domain for a period of five years.

AusRegistry International will also provide customisation of the Registry software to meet the TRA requirements and training for TRA staff in order to manage the Registry Systems.

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Mohammed Gheyath, Director Technical Affairs for the TRA said, “It was evident that AusRegistry International possessed the technical expertise to achieve our objective - to run a World’s Best Practice Registry.”

“The .ae Registry requires specific customisation to ensure the cultural and moral values of the UAE are upheld in the domain name space.”

The TRA will form the .ae Domain Administration (aeDA) which, under agreement from the TRA, will manage the .ae domain name and administer all policies in relation to the .ae domain name.

AusRegistry International CEO, Adrian Kinderis, said, “The complementary relationship AusRegistry International shares with the TRA will hold the company in good stead as we look to expand further into the region.”

“The Middle Eastern Internet market is experiencing rapid growth. Our company certainly sees great potential in positioning ourselves in this region. It is an exciting time for our organisation.”

ENDS

About AusRegistry International

AusRegistry International is a wholly owned subsidiary of AusRegistry, the current Registry Operator and wholesale provider for all commercial Australian (.au) domain names including .com.au and .net.au and the non-commercial domain names .gov.au and .edu.au. For more information on AusRegistry International, please visit the website at www.ausregistryinternational.com.

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