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Going .my

MYNIC's advice to local businesses

MYNIC Berhad (MYNIC), a provider of Internet Registry and Addressing Services in Asia Pacific today urged businesses that have yet to obtain a global Internet presence while highlighting their Malaysian identity to register before the deadline on 26th October 2007. Registration of an identity by this date would offer registrant's priority application status during the Priority Entry Period (PEP) beginning 1st November 2007-31st December 2007.

MYNIC's Director, Shariya Haniz Zulkifli said, "Currently online identities have website suffix like "www.mynic.net.my" while the new second level domain names (2LD) will shorten these suffix to a generic "www.mynic.my"."

"Businesses especially should realize the uniqueness of the shorter addressing which diminishes the notion of categorization in the now open economic market. Furthermore, with Malaysia gaining more attention in the international scene, a ".my" identity will serve as a recognition for your business and its origins as well as bring your products/services to the world at large," she added.

The closing of PEP will lead to unregistered names being released into the general system for public registration in 2008. Early registration will secure an organisation's valuable business identity on the World Wide Web.

"Growing competition and thin regulatory lines of intellectual property should be the driving factors for all users to secure their identity in any form, more so on the Internet with its rising popularity and eventual dependence on it for daily operations. The PEP is to ensure that our existing registrants do not lose out their unique identities to new registrants," Shariya said.

These shorter ".my" addresses not only help identify and brand the company's operations but also prove the efforts taken by locally

established entities to go global via the web while retaining their national identity.

Existing ".gov.my" names will be reserved for the Priority Entry Period by MYNIC. Government entities are urged to apply for their 2LD in order to get their identities during this time. If the reserved names are not registered within this period, the names will be released for public registration when the registration is open to the public.

Public registration will begin from March 2008 onwards. These applications will be processed on a first come first served basis. Each individual will be allowed to register as many 2LD's as he/she desires as long as it does not infringe upon the rights of trademarked names and registered company names in Malaysia.

The third level domain names will continue to be available for registration. All registration received by MYNIC will be processed in line with our terms and conditions and applicants must enter into an agreement with MYNIC based on those conditions.

Registration fees for a 2LD domain name is at a suggested retail price of RM 120.00 a year. All applications will be processed through MYNIC's authorized resellers.

The list of MYNIC resellers is available at: <http://www.mynic.net.my/newhp/reseller-list.htm> For more information on 2LD registrations, please visit : www.mynic.net.my or email MYNIC at domreg@mynic.net.my or call 03 8991 7272 or fax 03 8991 7277.

Please be advised that businesses are encouraged but not obligated to use these local domain names, like .my. Ordinary .com domain names are permissible.

About DNS (Domain Name System)

The DNS is a big roadmap in the World Wide Web. It helps users to search the location of their website in digital format through millions of servers connected to the Internet.

It also works as an Internet service that translates domain names into IP addresses. Because domain names are alphabetic, they are easier to remember. Every time a domain name is used, a DNS service must translate the name into the corresponding IP address and match the IP address to the domain name. For example, the domain name www.mynic.net.my might translate to 192.228.180.151.

About MYNIC

MYNIC is an agency under the Ministry of Science, Technology and Innovation and is regulated by the Malaysian Communications and Multimedia Commission.

MYNIC administers the name space for the .my top level domain (TLD). This involves the registration of domain names as well as the maintenance and operation of a domain name registry (a central database for .my domain names).

MYNIC administers second level domains under the top level domain, namely:

- ◇ *com.my - for commercial organisations/activities*
- ◇ *net.my - for network-related organisations/activities*
- ◇ *org.my - for organisations/activities which do not qualify for other categories*
- ◇ *edu.my - for Malaysian educational organisations only*
- ◇ *gov.my - for Malaysian government organisations only*
- ◇ *mil.my - for Malaysian military organisations only*
- ◇ *name.my - for Malaysian individual's personal use only*

For more information on MYNIC, please go to www.mynic.net.my.