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Registration now open for shorter web address

Registration for the .my domain name opened on March 25. Companies who want to own the two level domain name web address of the type companyname.my (example: www.theedge.my), should head over to Malaysia's official registrar for internet addresses, MYNIC Berhad's website — www.mynic.net.my/newwhp/new-form.htm. MYNIC does not actually accept applications directly but does so through its resellers. The suggested retail price for the domain name is RM120 per year but prices may vary by

reseller. The list of MYNIC resellers is available at www.mynic.net.my/resellers. "A unique identity, once created, acts as a long-term investment in opening new markets as well as keeping in contact with existing ones," says Shariya Haniz Zulkifli, MYNIC's director. "The shorter address will allow easy recall and will offer businesses a more impactful branding capability. The short and catchy internet address can grab attention and act as an effective branding tool." — *By Lee Wei Lian*

Shariya: Register early to avoid disappointment.