



FOR IMMEDIATE RELEASE

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## Melbourne IT to manage Twitter's domain name portfolio

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**MELBOURNE:** Melbourne IT, a Top 5 global domain name registrar and the #1 digital brand management company worldwide, has been selected by social networking and micro blogging provider Twitter, to manage its domain name portfolio.

Twitter.com, the powerful communication platform that connects the world with information in real-time, continues to grow in popularity in both the consumer and corporate worlds, having evolved from a site where friends can stay connected and access information as it happens, to a key brand marketing tool.

"We are very pleased to be working with Twitter, as a rapidly growing company that has vastly extended the reach of social networking," said Theo Hnarakis, CEO and Managing Director of Melbourne IT. "Companies with a significant Internet presence recognise the value Melbourne IT Digital Brand Services delivers, as a leading provider of digital brand management and protection services."

According to a recent report from global information and media organisation The Nielson Company, unique visitors to twitter.com increased more than 10 fold year-on-year from 475,000 in February 2008 to 7 million in February 2009, making it the fastest growing site in the Member Communities category for the month.

Melbourne IT's Corporate Domain Management solution allows companies to optimise and effectively manage their domain portfolios, enabling complete control of every aspect of domain name management, including Domain Name System (DNS) Management, to protect against infringement and malicious web attacks.

### About Melbourne IT

Melbourne IT Limited (ASX:MLB) is a world leader in the supply of innovative and scalable online solutions, including digital brand management, critical hosting, messaging and collaboration and domain name management services to organisations of all sizes, from small businesses to major international enterprises globally. Melbourne IT was listed on the Australian Stock Exchange in 1999 and has a network of 18 offices across 10 countries around the world.

[www.melbourneitdbs.com](http://www.melbourneitdbs.com)

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