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FOR IMMEDIATE RELEASE

## plastics.com acquires plastics.asia

**New top level domain will build communities and global commerce**

**Fitchburg, Mass.**, July 14, 2008 (PLWIRE) -- [Plastics.com](http://Plastics.com), LLC today announced acquiring the latest top level generic domain name for the plastics industry, [plastics.asia](http://plastics.asia), from the DotAsia Organisation.

Currently, [plastics.asia](http://plastics.asia) is in the planning stages of developing a gateway between east and west where the website will facilitate plastics and related businesses breaking into new global markets (\*) while eliminating geographical, language and cultural barriers. According to one of plastics.com's founders, Greg Koski, "[plastics.asia](http://plastics.asia) will build a strong online community providing an easy solution for minimizing risk and optimizing relationships internationally which in-turn ensures plastics industry professionals from both emerging markets in the east and long standing companies in the west all profit. We hope our newest internet site will make it easier for both sides to create and conduct business and learn together as the international commerce and cultural landscape grows."

DotAsia Organisation, the group chosen by ICANN to administer .asia as the first global "top-level domain" in Asia, officially launched the .Asia Internet domain in February 2008, opening for registrations by anyone around the world. While ".com" ignited the development of ecommerce in the US, ".eu" launched becoming the "cyber-home" for the European Union; ".Asia" will be a leading platform for growth for Asia, and a gateway to reach the largest Internet marketplace in the world.

The official launch marks an important milestone in an 8-year journey for the Asia Internet community to see the .Asia domain come to fruition. "We wanted to provide a common platform – from Asia, for Asia – where individuals and businesses alike will be able to target the online community in Asia, which is by far the largest in the world," explains Edmon Chung, CEO of DotAsia. "The .Asia domain opens a new frontier on the Internet for the region, and marks an important milestone in the emergence of Asia as a global leader in digital marketing."



When asked about the value of top level generic domain names, Koski states, "An accurate and easy to understand analogy is that domain names are like real estate, the more common the word, the higher the value. [Plastics.com](http://Plastics.com) is the Boardwalk of our industry. [Plastics.asia](http://Plastics.asia) is now Park Place."

David Hahn, another founder of plastics.com, LLC, said, "We are looking for Asian partners who share the same values as we do in bringing together the markets. With over 60% of the world's population (and over 90 languages in 73 nations), Asia is a region that is experiencing tremendous economic, cultural and technical growth. It is expected that the .asia top level domain (TLD) could become more heavily trafficked than the .com (TLD). Plastics.com, LLC sees this as an incredible growth opportunity for our partners and ourselves."

The boundaries of the .ASIA gTLD community are clearly defined based on the ICANN (The Internet Corporation for Assigned Names and Numbers) Asia / Australia / Pacific region. With their vast potential, .asia names reach over 510 million people online in the Asia-Pacific region-- the fastest-growing audience in the world. Asia already has the globe's largest online population, surpassing the EU and the US, according to the DotAsia Organisation.

### **About DotAsia Organisation**

DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the .Asia Sponsored Generic Top Level Domain. DotAsia is a not-for-profit, community-based organization incorporated in Hong Kong. The .Asia domain aspires to embrace the dynamism in Asia to become a nucleus, intersection and breeding ground for Internet activity and development in the region. To learn more about DotAsia, please visit: [www.registry.asia](http://www.registry.asia).

### **About plastics.com, llc**

Serving the needs of the professionals representing all segments of the global plastics industry, plastics.com is the world's largest online plastics community with over 70,000 members and features technical advice, blogs, calendars, resources, articles, news, forums and a marketplace.

Since it's inception in 1994 the plastics.com portal has continually experienced robust expansion and currently enjoys an over 50% growth rate annually in visitor count. Traffic for 2007 includes over 125,000 unique visitors with over one million visits. It is privately-held with facilities in Indiana and Massachusetts.

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A high-res media photo of Greg Koski may be [downloaded here](#).  
A high-res media photo of David P. Hahn may be [downloaded here](#).

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