FOR IMMEDIATE RELEASE:

WILDLIFE FRIENDLY® ENTERPRISE NETWORK WELCOMES DOTASIA AS A FOUNDING NON-GOVERNMENTAL NETWORK MEMBER

DotAsia Becomes First Global Internet Company to Join the Wildlife Friendly® Enterprise Network Supporting Tiger Conservation

HONG KONG – 20 JAN 2016 – DotAsia Organisation, who operates the global ".Asia" Top-Level Domain (TLD) as a not-for-profit organization with a mandate to promote internet development and adoption in Asia, and the Wildlife Friendly Enterprise Network (WFEN), a global community dedicated to protecting wildlife in wild places and on private agricultural lands in between, are pleased to announce an exciting new collaboration to raise awareness about the important role of internet companies in the poaching crisis and the trade in illegal wildlife parts online. Using Tigers as the flagship species, this effort will assist companies to take positive, productive, practical and achievable steps to address this crisis which could lead to tragic consequences for highly endangered species like Tigers. This effort will also promote legal and certified Tiger Friendly™ products and services that will empower global companies and their consumers to create change on-the-ground and support Tiger conservation and improved livelihoods for rural communities who often turn to illegal activities like poaching to feed their families in Asia.

"Building on the appointment of Ajitora (http://www.ajitora.asia), our PR character for '.Asia', as a Tx2 Ambassador, we are excited to see Aji already hard at work in pulling together this strategic collaboration with WFEN" said Edmon Chung, CEO of DotAsia. "The Tx2 goal is to #doubletigers in the wild by 2022, and is supported by organizations including GTF, WWF and TRAFFIC. Promoting Tiger Friendly™ products, services and corporate practices broadens the reach of Tx2 in Asia. Internet and IT companies are not usually thought to be directly impacting wildlife environment, but unknowingly, illegal wildlife trade is proliferating online, while poachers abusively mine social media data for criminal activities. The work with WFEN will pioneer Wildlife Friendly® guidelines and principals for Internet related businesses."

"This groundbreaking new Tiger Friendly™ collaboration with DotAsia Organisation and other internet technology companies is a positive step towards stemming the tide on poaching and the illegal wildlife trade especially in Asia where much of the demand originates. Poaching is considered to be one of the most immediate threats to the survival of many species globally and so we applaud DotAsia for their commitment and leadership in taking a proactive stance on this critical wildlife issue for imperiled species like Tigers with as few as 3200 remaining in the wild," said WFEN Executive Director and co-founder Julie Stein.

WFEN Founding Corporate Network Members share the WFEN vision for a world where people and wildlife not only coexist but thrive and are committed to sourcing and creating beautiful products that are made in a manner that respect the producers, land, and wildlife and tourism that engages tourists as *partners* in conservation. WFEN membership is open to businesses and non-governmental organizations who are committed to the WFEN mission and who actively contribute to Wildlife Friendly® business practices. This contribution may be through building Wildlife Friendly® supply chains, production, sourcing and selling Certified Wildlife Friendly® products, building increased awareness and demand with consumers, and implementing best practices for biodiversity conservation and business, and addressing the illegal wildlife trade.

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About DotAsia Organisation
DotAsia (http://www.dot.asia) is a registered not-for-profit charitable organization (DotAsia Foundation: IRD 91/12820) with a mandate to promote Internet development and adoption in Asia. DotAsia operates the ".Asia" top-level domain (TLD) as part of the core global Internet infrastructure, and is formed as an open consortium of official domain authorities in Asia, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and regional Internet organizations including APNIC, APNG, APIA, APCERT, APRALO, APTLD, etc. Since the launch of ".Asia", DotAsia proactively contributes to the Asia community, supporting many charitable projects, e.g.: One-Laptop-Per-Child Asia Pacific (http://www.olpc.asia), Information Society Innovations Fund (http://www.isif.asia), Asia Pacific Regional Internet Governance Forum (http://www.aprigf.asia), Food Revolution Day initiative with Jamie Oliver (http://www.frd.asia), NetMission.Asia (youth volunteer program &network -- http://www.netmission.asia), Go.Asia (http://www.go.asia), and many more.

About Wildlife Friendly Enterprise Network
WFEN and its Certified Wildlife Friendly® and Predator Friendly® certification programs represent grassroots farmers, ranchers, artisans, indigenous communities and conservation heroes from around the world including two World Bank Development Marketplace Award winners, a U.N. Equator Prize winner,

leadership in the world's marketplace for REDD+ Carbon Offsets, a Time Hero for the Planet, and a National Geographic Big Cats Initiative grantee. Certified Wildlife Friendly® products contribute to the *conservation of* over *twelve million hectares* of diverse wetlands, forests, and grasslands; protect *keystone endangered species* in Asia, Africa, and Latin and North America, including the Snow Leopard, Elephant, Cheetah, and Wolf; and *benefit over 200,000 people* through increased food security, income and employment. For more information visit: www.wildlifefriendly.org

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