

MEDIA RELEASE

WARNING: BUSINESSES BEWARE, SCAMS ARE ALIVE AND WELL!

We live in a world where SPAM is rife. But this is not just on the internet through emails, it also comes in through as snailmail (normal physical mail) in subtle ways.

For example, today I received a totally unsolicited carbonated document from a Spanish company requesting for me to return a document acknowledging my domain name, which was misspelt on purpose so that I would have had no choice but to write in the correct one. This to get you to supposedly update what they claim is a service they are providing to maintain the 'World Wide Web Register' which by the way, they are not a registered registrar. So who is this company? Well here is an extract from their website, it is a Spanish PUBLISHING company who has it's own magazine, fishing for new advertisers - nothing more! Of course this is not mentioned in the letter they send you!

Web Company Register is an online international trade directory. This website was created by Guia Telefax Anuario Profesional, S.L., a Spanish advertising publishing house with more than 12 years experience in the creation of annual trade directories displayed in several supports: CD-ROM, paper and Internet.

Above: excerpt from <http://webcompanyregister.com> on 11 October, 2006.

Having seen so many of these SCAMS, I know that this company is not responsible for the maintenance of the dot.com domain names, but how many businesses small or large do? These organisations take advantage of the confusion that often reins these sorts of issues, especially when it comes to domain names. Because businesses don't understand the processes, they are vulnerable to these apparently legitimate requests.

It is in fact a company called 'ICANN' the "Internet Corporation for Assigned Names and Numbers". Headquartered in Marina Del Rey, California. ICANN is responsible for the global coordination of the Internet's system of unique identifiers. These includes domain names (like .org, .museum and country codes like .UK), as well as the addresses used in a variety of Internet protocols. They are responsible for the safe keeping and managing of all these records, not this Spanish company.

WHY SHOULD BUSINESSES BE CONCERNED?

This solicitation is carefully worded to avoid mentioning that this organisation is a Publishing company, with no more ability to promote your business than placing an A4 flyer in the window of the local shop! Except that if you reply to this solicitation, it will cost serious money and much angst. By the way, there is nothing illegal about what this company is doing. What is questionable, is the methods they are using to drum up business for their publishing company.

My recommendations are:

1. Check with your web administrator before filling out any such documents
2. Always read the fine print carefully
3. Have a policy in place to review unusual documents

Patrick Simonis is the Managing Director of SIMCOM Enterprises Pty Ltd and is available for additional comments on (07) 3841 3999 or by email to patrick@simcom.com.au.

Attached is a copy of the document

WorldWideWeb Register

Please, make sure that your website address as specified is updated
by returning this form in the enclosed envelope.

Your website address as it appears in our WorldWideWeb Register is:

Web: http:// WWW.SIMCOMSOFTWARE.COM

Your correction:

Basic Information

Company:

City:

Country:

In order to obtain immediate optimal positioning, please indicate
your activity and any other complementary details.

Activity:

Address:

Zip Code:

Tel.:

Fax:

Contact Person:

With your cooperation, you are helping to keep the **World Wide Web Register** on the Internet up to date. By returning this document, you authorize the publication of your company's data on the Internet and registry of this date on the database that GT@P - Guia Telefax Anuario Profesional, S.L. (B-60514635) is responsible for. This information will not be transferred to third parties. If you only wish to mention your company name and website (basic information), then no signature is required. If you wish your website to be published in the Web Company Register on CD-Rom and to obtain a highlighted advertisement in our website (www.webcompanyregister.com), please sign and return this document, issuing the following publication order: "By signing this contractual proposal, and in accordance with the additional contractual conditions stipulated overleaf, I give GT@P - Guia Telefax Anuario Profesional, S.L. the order to publish my company data in the next three editions of its Web Company Register, both on the Internet and on CD-Rom. The total cost per edition of the service contracted (Insertion of complete company data, logo, list of products/services and images of and direct link to my home page) is **877 euros**. This price includes shipment of one unit per edition of the CD-Rom publication. In acceptance of these terms, I hereby sign this contract that will come into force one week after being signed, which is the time period provided for its unilateral withdrawal. Should there be no withdrawal within this period, contractual compliance will be mandatory for both parties and mutual consent will be necessary for the contract's advanced cancellation. I sign this document after having revised the website www.webcompanyregister.com in which my data will be electronically stored".

X

STAMP / LEGALLY BINDING SIGNATURE

DATE

AA - 042610716649 - 14/09/2006

SIMCOM SOFTWARE PTY LTD
UNIT D 7 CURBAN ST
4119 UNDERWOOD
AUSTRALIA

2006 / 2007

TO BE RETURNED