

**Media Contact:**  
**Kate Kalmakis Moran**  
**EnCirca**  
[pr@encirca.com](mailto:pr@encirca.com)  
**+1.781.942.9975**

**FOR IMMEDIATE RELEASE**

**DOT-PRO DOMAIN LANDRUSH STARTS JULY 21, 2008**

*EnCirca announces landrush promotion for all licensed professionals*

Boston, MA – July 15, 2008 – Effective July 21, 12:00 pm Eastern Time, EnCirca ([www.encirca.pro](http://www.encirca.pro)) will begin its special promotion for dot-pro domain names to celebrate the re-launch of the dot-pro domain. Licensed professionals from anywhere in the world will be eligible to apply for dot-pro domain names such as trademark.pro on a first-come, first-served basis.

“We enthusiastically support the re-launch of dot-pro,” says Thomas Barrett, President of EnCirca, the leading dot-pro registrar. “These long overdue changes will open the door for businesses representing over 1,100 licensed professions, from every country in the world, to establish their Internet brand identity with the .pro domain name.”

Previously, only four professions from four countries were eligible to register dot-pro domain names using a costly and cumbersome procedure. With eligible countries growing from four to several hundred and the number of eligible professions growing from four to several thousand, trademark owners are advised to protect their trademarks as a preventive measure. Businesses may register industry keywords, search engine terms, company names, trademarks or personal names. There is also no limit to how many dot-pro domain names an individual or company can register.

Qualified businesses and licensed professionals from any country in the world can register their business names, trademarks, and personal names. Examples of businesses and professions that will be eligible for dot-pro include: Lawyers, Accountants, Engineers, Architects, Surveyors, Doctors, Dentists, Chiropractors, Nurses, Opticians, Optometrists, Podiatrists, Psychologists, Therapists, Social Workers, Veterinarians, Plumbers, Inspectors, Building Contractors, Electricians, Investment Advisors, Real Estate Brokers, Insurance Brokers, Educators, Patent and Trademark Examiners, Court Reporters, Police and Fire Safety Officers and any other profession where an official credential is required for a business or individual to offer services.

License credentials need to be provided by the applicant, however there will be no verification of credentials conducted before the dot-pro names can be used. Instead, the dot-pro registry will perform periodic audits of the registered names to check compliance.

**About EnCirca**

EnCirca was formed in 2001 and is accredited by the Internet Corporation of Assigned Names and Numbers (ICANN) and is the leading ICANN-Accredited registrar for the dot-pro domain, operated by RegistryPro, a domain name registry exclusively for professionals who wish to brand and promote themselves on the Internet. For more information, please visit [www.encirca.com](http://www.encirca.com)

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