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**FOR IMMEDIATE RELEASE**

**PRO! PRO! PRO! Holiday Price Reduction for .PRO**  
*\$2.99 for New Domain Name Registrations*

Boston, MA – December 12, 2011– Holiday shopping is underway - don't forget to get something small for yourself that will serve you for the entire year. Today, EnCirca announces a reduced price of \$2.99 for any new .PRO domain name registration. Lawyers, doctors, accountants and any other licensed professional can all use .PRO and make their mark online by posting marketing materials, resumes, blogs and connecting with customers on the .PRO domain, which signals to potential customers your professional status.

“.PRO is a superior alternative to .com for indicating that the business or individual has successfully demonstrated competence in their respective profession,” says Thomas Barrett, President of EnCirca. “We'd like to help their efforts in the new year by offering a reduced .PRO registration.”

Licensed professionals from anywhere in the world can register .PRO domain names. .PRO supports all professions where an official credential is required for a business or individual to offer services. Qualified businesses and professionals can register their business names, trademarks, and personal names by visiting <http://www.encirca.com>.

“As licensed professionals engage with customers or potential employers, they can use their .PRO domain to take control of their online brand. In addition, it's an affordable way to direct customers from social media interactions to blogs and marketing materials – not to mention boost their search engine presence,” says Barrett.

To register a .PRO domain, visit: <http://encirca.com/pro>

**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 a Hostway subsidiary called 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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