

EnCirca Offers Dot NYC Domain Names During Land Rush Phase Now Through Oct. 3

August 5, 2014 – New York City – EnCirca (encirca.com) announces that Businesses and residents of New York City can start claiming internet addresses ending with “.NYC”. Addresses in the dot-NYC extension look like localbusiness.NYC or personalname.NYC, and can be used for websites and email addresses, just like dot-com domain names.

The .NYC Land Rush phase runs from August 4 through October 3. Names can only be requested from accredited registrars like EnCirca (www.encirca.com), who will charge an application fee of \$45 and a \$30 registration fee. If there are multiple businesses or people who want the same name, then these names will be auctioned to the highest bidder.

“Why should a New York business secure a .NYC internet address?” asks Tom Barrett of EnCirca. “Consider that the Big Apple had over 50 million visitors last year. Over 10 million of these came from outside America, speaking hundreds of different languages. So, when searching for a local business from their smart phone or laptop, a website with a .NYC internet address will instantly communicate the business’s location via Google, Bing, Yahoo or other search engines.”

Thus, the .NYC internet addresses are expected to be a boost for local businesses, since the .NYC extension allows potential customers and tourists to instantly recognize that the business is located in New York City just from their internet domain name.

Dot-NYC addresses are available only for businesses and residents of New York City. The local address requirement will be strictly enforced by automatically checking the postal address provided at the time of registration.

The U.S. Census Bureau estimates there are nearly one million businesses spread across the City’s five Boroughs of Brooklyn, Manhattan, Queens, Staten Island and The Bronx. Every one of these is eligible for a .NYC internet address. In addition, any of the over 8 million residents can obtain a .NYC domain name for personal use, such as a blog or simply for an email address.

The .NYC extension joins .London, .Berlin, .Paris, .Moscow as new domain extensions that represent major global cities. In the US, New York City will soon be joined by Las Vegas (.Vegas), Miami (.Miami) and Boston (.Boston) with their own internet extensions.

About EnCirca

Formed in 2001, EnCirca has been accredited by the .NYC Registry to sell .NYC domain names for businesses and residents of New York City. EnCirca charges just \$45 for the application fee and \$30 for the successful registration. If multiple parties want the same name during the Land rush, then there will be an auction. Interested parties can apply now at <http://www.encirca.com/register-domain-names/NYC.shtml>

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