



Domain Name Registrar

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FOR IMMEDIATE RELEASE

**Dot-Pro Price Reduction for Entrepreneurs
\$9.99 for Dot-Pro Domain Names**

Boston, MA – January 11, 2011– The recent uptick in entrepreneurship has prompted EnCirca to help new business owners in the New Year and offer Dot-Pro domain name registration for a reduced price of \$9.99.

The sluggish economy has resulted in layoffs and other job reductions, which has driven people to launch their own businesses. In fact, The Wall Street Journal quotes the ratio “1 in 300: The share of Americans starting a business each month.” These Americans may find that 2011 is a great time to start a business as consumers and businesses are beginning to spend capital and costs to launch a business are lower than ever.

“We’d like to help kick-start new businesses’ marketing efforts by offering a reduced Dot-Pro registration,” says Tom Barrett, President of EnCirca.com. “Many businesses have domains that they would like to register but have been taken in .com and are too expensive. Dot-Pro is a great alternative to .com and certifies to customers that you are fully credentialed.”

Demand for the Dot-Pro Internet address has surged over 125 percent in 2010. Licensed professionals from anywhere in the world can register a Dot-Pro domain names. Dot-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 www.encirca.com.

“As entrepreneurs engage with customers, they can use their Dot-Pro domain to take control of their online brand. In addition, it’s an affordable way to begin blogging and post marketing materials – not to mention boost their search engine presence,” says Tom Barrett, President of EnCirca.

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

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