

Media Contact:
Kate Kalmakis Moran
EnCirca
pr@encirca.com
+1.781.942.9975

FOR IMMEDIATE RELEASE

EnCirca Announces .tel Sunrise
Commences on December 3rd 2008

Boston, USA – December 3, 2008 – Effective today, EnCirca Inc. is accepting applications for the trademark application period for **.tel**, the new top level domain. National trademark owners' domain applications will be accepted on a first-come, first-served basis as of Wednesday, December 3, 2008 by submitting them at www.encirca.com.

“**.tel** is changing how consumers will locate contact information online. We are excited to be able to offer this new, fresh domain to our customers,” says Thomas Barrett, President of leading domain registrar, EnCirca. “We encourage trademark owners to register **.tel** domains or risk missing out on being listed in the new global, ‘live’ contacts directory.”

A **.tel** domain provides organizations of all sizes a named listing with unlimited contact information in a global directory, accessible from any device connected to the Internet. Customers can search for up-to-date contact information at little or no cost to them, connecting with **.tel** owners dynamically. Additionally, **.tel** is search engine optimized through its ability to store indexed keywords, providing additional content for branded discoverability on the web. A listing in this global directory is included in the cost of purchasing the domain name. It requires no technical skill to set up and can be managed by a simple dashboard.

“Trademark owners can trust that potential customers will find them online with ease and that their online brand identity will be safeguarded by registering **.tel** with EnCirca,” says Barrett.

.tel has been called “the Google of online address books” and “game-changing” after Telnic launched the technology enabling the **.tel** service at DEMO in San Diego in September 2008.

#####

EnCirca was formed in 2001 and is accredited by the Internet Corporation of Assigned Names and Numbers (ICANN) and is an approved ICANN registrar for the **.tel** domain, operated by Telnic Limited, the ICANN registry authorized to operate the **.tel** top-level domain. For more information, please visit www.encirca.com.