

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

## **FOR IMMEDIATE RELEASE**

### **EnCirca Announces Surge in .Pro Domain Registrations** *Registrations Double in First Month of Relaunch*

Boston, MA – October 8, 2008 – Today, EnCirca announces there has been a 100 percent surge in .pro domain registrations since RegistryPro relaunched the domain, one month ago. This enormous surge in registrations demonstrates there is an unmet market demand for professional service firms who wish to develop their online brand.

Despite a very competitive market and assertions that the .com domain is the most desirable for small business owners and professionals, the interest in the .pro domain signals that businesses and professionals are still investing in protecting their brands in niche markets. Customers that have registered their preferred .pro domain since relaunch include numerous trademark owners and professional service firms.

“Trademark owners and professionals that are serious about protecting and building their brands have made themselves clear. They see .pro as a valuable tool in reaching their target market,” says Thomas Barrett, President of EnCirca. “We urge licensed professionals everywhere that have not secured their .pro domains to move quickly to ensure they safeguard their brands.”

EnCirca is offering a special promotional price for .pro domain names of just \$24.99 for the first year. All applicants will be required to submit license credentials to demonstrate eligibility. All international businesses and individuals holding professional licenses can take advantage of this domain.

“In addition to their trademarks, many of our customers are also securing search engine keywords for their industry and target markets,” says Barrett. “We’re dedicated to the creation, management and protection of online brands and have been so pleased that the .pro relaunch has been a success for small businesses and professionals across the globe.”

#### **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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