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FOR IMMEDIATE RELEASE

Get Your Pro Their Own Internet Address
\$14.99 for Dot-Pro Domain Names

Boston, MA – December 10, 2008 – Get your favorite professional their own Internet identity. Today, EnCirca (www.encirca.com) ushers in the holiday season with a .pro offer that professionals from around the world can enjoy. Effective immediately, all .pro domain registrations with EnCirca are being offered for \$14.99 for the first year. The .pro domain name is available to all licensed professionals anywhere in the world.

“Despite consumer spending being down this holiday season, small businesses and professionals can’t afford to pass up this offer,” says Thomas Barrett, President of EnCirca. “By registering a .pro domain, professionals are protecting their trademark, taking control of their online brand, and ensuring that customers can find them online.”

Demand for the .pro Internet address has surged over 400 percent since September when ICANN and the .pro registry relaxed its rules regarding who was eligible to register these names. The new rules now allow licensed professionals from anywhere in the world to register a dot-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 www.encirca.com.

“Professionals need an Internet address to effectively market themselves in the global economy. The new .pro provides professionals with a domain that highlights their achievements and credentials,” says Barrett. “A website is often the first touch point a professional has with a potential client. It’s crucial that the site sends the right message. A .pro domain can help.”

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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