

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

FOR IMMEDIATE RELEASE

Improved .Pro Domain “Goes Live”
Protect your trademark and register with EnCirca

Boston, MA – September 8, 2008 – Today, the new and improved .pro domain goes live. To celebrate the re-launch of the .pro domain, EnCirca is offering registrations at a introductory rate of \$24.99 for the first year.

“We’re thrilled that the new .pro domain is finally available to a variety of professionals from around the globe,” says Thomas Barrett, President of EnCirca, the leading dot-pro registrar. “We’re anticipating a rush of registrations with the relaunch and price drop, so we do urge trademark holders to secure the names important to their businesses.”

After much discussion, RegistryPro and ICANN received overwhelming support for its proposed changes to allow licensed professionals from anywhere in the world register a dot-pro domain names. As of today, .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.

There are still some conditions to ensure dot-pro ownership remains more exclusive compared to dot-com domains. Under the new rules, any business or person recognized by a government agency or licensing body is eligible for dot-pro. However, there will be no verification of credentials conducted before the dot-pro names are used. Instead, the dot-pro registry will perform periodic audits of the registered names to check compliance.

“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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