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**FOR IMMEDIATE RELEASE**

**.Me Domain Now Available!**  
*Secure your favorite .Me name today*

Boston, MA – May 6, 2008 – Today, the first .Me domain names will be registered. This top-level domain has enormous world-wide appeal and potential for both businesses and individuals. Imagine the possibilities for websites such as, call.me, hug.me, talkto.me, or dontforget.me. EnCirca is now accepting registration orders for the .Me domain!

In 2006, the small nation of Montenegro was assigned .Me as the country's official domain name extension. In a clever move, Montenegro decided to capitalize on its virtual real estate by removing geographic restrictions on the domain name ownership. Rather than follow the convention of allowing only Montenegro-based individuals and businesses to register .Me, Montenegro has made the .Me domain available to any interested party from around the globe. This enables Montenegro to generate revenue from its online assets while reserving key domain names to highlight its own growing tourism industry, including: "visit.me" "explore.me" and "invest.me"

“.Me elevates the social networking craze to a new level, as .Me offers real personalization of domains. For instance, why not register follow.me for the born leader? Or perhaps, listento.me for the incessant blogger?” says Thomas Barrett, President of EnCirca. “EnCirca is excited to be part of this strategic campaign and we applaud Montenegro for making the most of their virtual resources.”

.Me is being introduced via a multi-million dollar marketing campaign as both a personalized Web address and as a catchy business marketing tool around the world, initially in English followed by localized and standards compliant International Domain Names in, for example, Spanish and Italian. The .Me domain is expected to be popular for businesses looking to interact with their customers and for individuals interested in using .Me for blogs, resumes, and personal pages.

“.Me will be a great marketing tool for businesses and individuals looking to differentiate themselves on the Internet. To avoid possible trademark infringement, trademark owners should protect their trademarks during the sunrise period,” adds Barrett.

The Sunrise Period for trademark owners begins May 6. At the time of your registration, a current trademark or service mark must be registered in your name and the trademark

must have been registered or applied for prior to June 28, 2006. The .Me domain will be available to individuals to register in a later phase in June 2008.

**About EnCirca**

EnCirca was formed in 2001 and is a leading domain name registrar for trademark owners, small businesses and individuals. For more information, please visit [www.encirca.com](http://www.encirca.com)

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