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**Thomson CompuMark Selects EnCirca to Help Clients
“Opt-Out” During .XXX Sunrise
*Brand Owners Have Until October 28th to Protect Registered Marks***

Boston, MA, September 21, 2011 - Thomson CompuMark, a business unit of Thomson Reuters and EnCirca today announce a special .XXX “opt-out” process to help brand owners block the use of their registered trademarks in the new adult-orientated domain. Brand owners have until October 28th to protect their marks. To learn more about the special opt-out page, visit: <http://www.encirca.com/tcm/>

“We are very pleased to have developed a special product to help our customers navigate the new .XXX domain and allow those not involved in the adult entertainment industry opt-out of participation in the domain,” says Anne Olson, Vice President, Global Operations for Thomson CompuMark. “The new .XXX domain poses some trademark infringement risks for our customers, and as always, we’re interested in safeguarding our customer’s most valuable asset; their name.”

The Sunrise B period is specifically for those outside of the adult entertainment industry interested in blocking and protecting their trademarks from being registered by others. It is very important for brand owners to act during the Sunrise B period because after October 28, 2011, all remaining .XXX domain names will become available to register by the general public. This means that any unprotected brands could be attached to a .XXX domain.

“EnCirca is uniquely positioned to assist Thomson CompuMark because we are pre-validating all sunrise applications with technology that mirrors the Registry’s validation checks for the .XXX sunrise period,” says Thomas Barrett, President of EnCirca. “By determining eligibility and detecting conflicts between government trademark databases and .xxx sunrise applications, Thomson CompuMark customers will be able to correct their applications before registry fees are incurred.”

In addition, EnCirca offers a money-back guarantee for trademark owners applying for the .XXX sunrise period. EnCirca is so confident in its understanding of the validation requirements that it is guaranteeing that submitted applications will be accepted by the validation agent or EnCirca will offer a full refund of fees paid.

About Thomson Reuters

Thomson Reuters is the world’s leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world’s most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs more than 50,000 people in more than 100 countries. For more information, go to thomsonreuters.com.

About EnCirca

EnCirca was formed in 2001 and is celebrating 10 years as an ICANN Registrar. It was formed by trademark experts and has participated in nearly every ICANN Sunrise period since its formation. It is based just north of Boston, Massachusetts, USA.