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FOR IMMEDIATE RELEASE

You Need a .Pro!

Pre-register now before the Dot-Pro Re-launch

Boston, MA – August 6, 2008 – Don't let just any web address do, get a dot-pro! The dot-pro pre-registrations are taking place now, before the official re-launch on September 8, 2008. At that time, pricing will drop another 50 percent, resulting in a surge of interest in dot-pro domains. To avoid disappointment, EnCirca encourages trademark owners to register their desired names today. Domain names can be registered on a first-come, first-served basis for just \$49 for one year.

“Professionals interested in securing their online identity and protecting their trademarks ought to pre-register their names in advance of the re-launch in September,” says Thomas Barrett, President of EnCirca, the leading dot-pro registrar. “RegistryPro has already reported strong interest in the domain and its preparing for strong demand at re-launch.”

Previously restricted to registrants in the accounting, engineering, legal, and medical fields, licensed professionals from anywhere in the world are now eligible to register dot-pro domain names on a first-come, first-served basis at www.encirca.pro.

Dot-pro domain names work just like dot-com domains, with the ability for fully featured websites and email addresses. There are no restrictions on the types of names a business may register. Businesses may register industry keywords, search engine terms, company names, or their trademarks. There is no limit to how many dot-pro domain names an individual or company can register.

“The new dot-pro opens the door to qualified professionals as varied as architects, electricians, and investment advisors to register domains that signify their qualifications in their respective fields,” says Barrett. “Qualified businesses and licensed professionals from any country in the world can register their business names, trademarks, product names, marketing slogans, and personal names.”

Examples of businesses and professions that will be eligible for dot-pro include chemists, barristers, consultants, solicitors, estate agents, headmasters, and quantity surveyors.

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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