

Credit Unions Gain Their Own Internet Extension to Compete With .BANK

EnCirca Offers Pre-Screening Service for .CREDITUNION domains

Boston, MA (May 4, 2017) – Credit Unions now have their own internet brand: .CREDITUNION, to compete with the highly successful .BANK extension. As the leading .BANK Registrar, EnCirca is pleased to provide pre-screening services for all U.S.-based Credit Unions. Learn more at: www.encirca.com/creditunion.

The first-come, first-served Land Rush for .CREDITUNION will begin on June 6 at 8am Eastern Time. Eligibility for .CREDITUNION is limited to bona fide Credit Unions with a primary office based in the United States.

The .CreditUnion Registry is operated by the Credit Union National Association (CUNA). Credit Unions are required to utilize only ICANN Registrars accredited by CUNA, such as EnCirca, for the .CREDITUNION top-level-domain.

.CREDITUNION domain names must match or be derived from the Credit Union's legal name or trademarks.

START-UP PLAN:

The .CREDITUNION launch plan will consist of two phases:

1. Sunrise Period for Trademark Owners – May 4th – June 3rd

The first group of U.S. Credit Unions allowed to register are those with registered trademarks. A special trademark verification process is required for the Sunrise Period. Contact EnCirca to check to see if your Credit Union is eligible and to learn more about the steps required. Act quickly as this process could take up to 2-3 weeks.

2. Land Rush for all U.S. Credit Unions – June 6th at 8am EST

Registrations on a first-come, first-served basis will start being accepted on June 6 at 8am ET. The timing of the registration is especially important if a Credit Union has a name or acronym shared with other Credit Unions

EnCirca is offering Credit Unions a risk-free pre-screening service that will ensure their registration is pre-verified and submitted as soon as the Land Rush begins for .CREDITUNION. Full refunds will be provided if a pre-registration is not successful.

Unlike .BANK websites, the use of security measures to activate and use a .CREDITUNION website are optional. However, EnCirca is prepared to provide the same security services that it provides for its .BANK customers for credit unions interested in activating their new .CREDITUNION domain with the same level of security as .BANK domain names.

To learn more, please visit www.encirca.com/creditunion

About EnCirca

EnCirca was formed in 2001 in Boston, Massachusetts. It is the leading ICANN Registrar for domain extensions intended for regulated industries, including: .BANK, .PHARMACY, .REALTOR, .TRAVEL, and .COOP. EnCirca is one of the few ICANN Registrars that have been SOC-2 certified for cyber-security practices. Value-add services include secure DNS, secure web forwarding, premium DNS hosting, TLS digital certificates, email authentication and secure website hosting.