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**.Co Open Registrations begin today!**  
*Reserve .Co with EnCirca for Companies and Commercial Use*

July 20, 2010, Boston, MA - Today, .Co is available for unrestricted international registration via EnCirca, Inc (<http://www.encirca.com>). Registration is open to all.

“According to the *World Trademark Review*, over half of the top 500 global brands have signed up for a '.co' already,” says Thomas Barrett, President of EnCirca, Inc. “We are expecting huge interest in open registrations. The suffix .co is universally recognized as an abbreviation for company with 75 percent of respondents in a recent survey equating .co with “company”, “corporation,” or “commerce.”

.Co is an ideal platform for business and commerce – especially on an international basis. In fact, nearly 50 countries use .co as a second level domain name to depict just that, such as co.uk and co.jp. Companies looking to protect their trademark internationally will want to move quickly to protect their brand because according to *BrandFinance* up to 70 percent of the world's best brands will have applied for a '.co' before the domain goes on sale today.

Despite the massive interest by corporations in .co, restrictions have just recently been relaxed and there are still millions of domain available for individuals and companies. Company names in particular are perfectly suited for the .co domain name.

To register or find more information, please visit EnCirca's .co domain page:  
<http://www.encirca.com/html/co-reg.shtml>

***About EnCirca***

*EnCirca is an ICANN-Accredited domain name registrar formed in 2001 that specializes in the creation, management and protection of trademarks on the internet. EnCirca is proud to be a registrar-of-choice for trademark owners. For more information, please visit [www.encirca.com](http://www.encirca.com)*