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FOR IMMEDIATE RELEASE

EnCirca Ensures Customer Compliance to New .travel Policy

.travel Domains Offer Affordable Advertising Option in Slow Economy

Boston, MA – February 12, 2008 – EnCirca, the world’s leading **travel** registrar, announces today its effort to assist customers in satisfying the new .travel use policy implemented in December 2007 by releasing a new tool to enable web and email forwarding of its customers’ .travel domain names.

In accordance with the .travel registry Tralliance’s revised eligibility requirements, companies must now ensure that all .travel domains resolve to travel-related websites within 60 days. The .travel registry will conduct periodic audits of domain names to ensure continued compliance.

“It is good business practice for companies to activate their .travel domain names even without this policy,” says Thomas Barrett, President of EnCirca. “Utilizing all of your domain names in a slow economy is a cost effective way to target specific customers and markets.”

EnCirca has created an effective bulk activation tool that allows domain name owners to quickly satisfy the .travel use requirement by setting up web and email forwarding for all their .travel names. Use of this activation tool is completely free to all EnCirca customers as well as customers of other .travel registrars.

“In order for companies to take advantage of their investment in domain names, it is crucial that they leverage their domain’s advertising potential after activation by adding links to their existing websites, linking their .travel domain name to online search engine text ads, and by reinforcing their .travel internet addresses via offline media campaigns,” adds Barrett. “This free activation service is available even for domains registered at other registrars.”

Companies interested in learning more about registering and activating .travel domain names, please visit <http://www.encirca.com/travel>

About EnCirca

As the world's leading **travel** Registrar, thousands of tourism boards, destination management organizations, and commercial organizations trust EnCirca as their official domain name Registrar for dot-travel, dot-aero, dot-asia, dot-mobi, dot-pro, dot-com, dot-org, dot-net, dot-jobs and other extensions. EnCirca is a Board Member of UNWTO Affiliate Council.

EnCirca was formed in 2001 and is accredited by the Internet Corporation of Assigned Names and Numbers (ICANN). For more information, see <http://www.encirca.com>

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