



FOR IMMEDIATE RELEASE

**EnCirca launches “one-stop shop” for travel companies
to obtain .travel domain names**

New customer-focused solution promises registration for all travel companies

Boston, Massachusetts, USA – April 26, 2007 - EnCirca (www.encirca.com), the leading **.travel** Registrar, announced today its new streamlined process for securing **.travel** domain names. Based on lessons learned from working with the world’s leading travel associations, companies interested in obtaining **.travel** domain names can now rely on EnCirca to manage the entire process for them.

Interested travel companies are invited to try out the new process for free at <http://www.encirca.com/travel>

“Our new authentication and registration solution offers substantial improvements versus the existing process for the travel industry. It was designed to provide travel companies with a simple and efficient user experience when securing a **.travel** domain name,” said Tom Barrett of EnCirca. “Further, our strategic partnerships with the world’s leading travel associations increase the opportunity for travel-related companies and tourism boards to secure their brand names as **.travel** domain names.”

.travel is the best way for travel and tourism companies to brand themselves on the Internet. Early adopters include the world’s most famous destinations: including **China.travel** and **Egypt.travel**.

As industry insiders know, only bona fide travel and tourism companies are eligible for a **.travel** domain, and the existing authentication and registration process to acquire a **.travel** domain name can be confusing and inefficient. EnCirca's new processes and strategic partnerships make several improvements to the current system, such as:

- All bona fide travel companies are eligible for authentication even if they are not a member of one of the participating travel associations.
- Single data entry. Interested travel companies only need to provide their contact details once. EnCirca then creates their authentication and www.search.travel accounts automatically.

- A new automated authentication detection tool. Users are alerted when their authentication has been approved so they can register their names as soon as they become eligible - therefore, minimizing the risk of losing their names.
- A new feedback tool. Authenticating organizations have a new tool to request additional documentation and provide feedback to members.

Customized versions of EnCirca's **.travel** process, including in multiple languages, are available to all associations authenticating for **.travel**.

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