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**FOR IMMEDIATE RELEASE**

ICANN Proposes to Remove Restrictions for Dot-Pro.  
*Professionals: Reserve your dot-pro domain today with EnCirca*

Boston, MA – March 26, 2008 – EnCirca ([www.encirca.pro](http://www.encirca.pro)) announces it is accepting advance orders from all businesses slated to become eligible for the dot-pro domain. After months of negotiation, the dot-pro registry and ICANN have proposed to eliminate many of the restrictions for dot-pro domain names. These changes enable all professionals from anywhere in the world to register dot-pro domain names that work just like dot-com domain names.

Qualified businesses and professionals can reserve their business names, trademarks, and personal names on a first-come, first-served basis prior to the rule changes using EnCirca's ProForwarding service ([www.encirca.pro](http://www.encirca.pro)).

“This will lead to a huge expansion for the dot-pro domain name,” says Thomas Barrett, President of EnCirca, the leading dot-pro registrar. “Previously, only doctors, lawyers, accountants, and engineers were eligible to register dot-pro domains; however, now business people representing over 1,100 professions can take advantage of dot-pro. In addition, there will no longer be any geographic restrictions for dot-pro – businesses and individuals from every country in the world will be eligible.”

With these changes, the dot-pro domain works just like the dot-com domain name. There are no restrictions on what types of names a user may register. Businesses may register industry keywords, search engine terms, company names, trademarks or personal names. There is also no limit to how many dot-pro domain names an individual or company can register.

There are still some conditions to ensure dot-pro ownership remains more exclusive compared to dot-com domains. Under the new rules, any person or business recognized by a government agency or licensing body is eligible for dot-pro. But there will be no user verification conducted before the dot-pro names are used. Instead, the dot-pro registry will perform periodic audits of the registered names to check compliance.

The new rules are expected to take effect shortly after a brief comment period and review by the ICANN Board of Directors. The public is invited to submit their support and comments to these proposed changes to ICANN by April 10. More details can be found at: <http://www.encirca.com/html/pro-alert.shtml>

**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 registrar for the dot-pro domain, operated by RegistryPro, an ICANN registry exclusively for professionals who wish to brand and promote themselves on the Internet. For more information, please visit [www.encirca.com](http://www.encirca.com)

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