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FOR IMMEDIATE RELEASE

Reserve or Block Your Brand in New Domain, .XXX

EnCirca meets criteria to accept Sunrise applications for .XXX

Boston, MA, May 16, 2011 -- EnCirca has met the accreditation criteria to accept Sunrise applications for the new top-level domain .XXX as an ICANN registrar.

.XXX is a new sponsored top-level domain specifically designed for the online adult entertainment industry.

Businesses that are not part of the adult industry need to pay close attention because they have the opportunity to block their trademarks so that they cannot be used as .XXX web addresses.

“We recognize that there are businesses outside of the Sponsored Community who want to ensure their trademarks are blocked from registration in .XXX,” said Russell King, Chief Operating Officer, ICM Registry.

“With EnCirca demonstrating its ability to meet our accreditation criteria, we look forward to working with them as an official .XXX Registrar, helping to ensure these trademark owners can protect their trademarks during our Sunrise Pre-Launch Program.”

There will be three tracks within the Sunrise period for .XXX, two of which will be routes to conventional domain name registration by members of the sponsored community. The third will be a route for businesses and organizations that consider themselves not to be members of the sponsored community to secure a blocked name.

“This is one sunrise trademark owners do not want to miss,” adds Thomas Barrett, President of EnCirca. “EnCirca is accepting early pre-registrations from trademark owners to ensure their applications are accurate and activated prior to the .XXX landrush.”

.XXX is operated by ICM Registry and its launch will be in late summer 2011. There will be a Sunrise, a Landrush and the final General Availability phase. To learn more about .XXX, visit EnCirca’s .XXX page here: <http://encirca.com/html/ex-ex-ex-registration.shtml>

EnCirca will be exhibiting at the 2011 International Trademark Association’s Annual Meeting in San Francisco, California from May 14-18. Please drop by our booth to discuss how to protect your trademarks in the .XXX top-level domain.

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About EnCirca

EnCirca is an ICANN-Accredited domain name registrar that was founded in 2001. EnCirca has demonstrated its ability to meet the accreditation criteria for the support of .XXX registry to help trademark owners protect their brands during the .XXX sunrise period. For more information, please visit www.encirca.com