



FOR IMMEDIATE RELEASE

Showcase.pro Puts Spotlight on Certified Public Accountants.

CPA's Use .Pro Domain for Branding and Internet Marketing.

“Registering a .pro address has allowed us to distinguish ourselves from competitors”

WOBURN, Mass., August 10, 2005 – Showcase.Pro this month highlights .pro websites owned by Certified Public Accountants (CPA's). CPA's are using .pro for distinctive branding and search engine marketing, providing a competitive edge over other professional service firms.

“Registering a .pro address has allowed us to distinguish ourselves from competitors”, says Victoria Sewell, one of the principals of Sewell & Sewell, P.C. “With a cpa.pro domain name, we can instantly communicate our line of business. The address is short and easy to remember.”

CPA's can choose from a CPA-branded address, available only to licensed CPA's, such as www.sewell.cpa.pro, or from the generic .pro address, ideal for search engine marketing to specific markets, such as www.1040.pro.

"Search engine optimization is the most effective form of marketing on the internet today", says Martin Sinclair of Sinclair Associates. By registering tax-related keywords that our clients are likely to search for, such as www.1040.pro, we advertise ourselves directly to our target customers."

The CPA oriented .pro websites highlighted by Showcase.pro this week, include:

1. **May.cpa.pro** (www.may.cpa.pro). **May & Associates, CPA's, P.C.**, located in the Aurora/Naperville/Fox Valley area, the suburbs of Chicago, Illinois.
2. **Sewell.cpa.pro** (www.sewell.cpa.pro). **Sewell & Sewell, P.C., Certified Public Accountants**, located in Atlanta, Georgia.
3. **1040.pro** (www.1040.pro). **Sinclair Associates, LLC** located in Haddonfield, New Jersey.
4. **Durio.cpa.pro** (www.durio.cpa.pro). **Durio & Company, P.C.** a CPA firm located in the middle of Houston, Texas in the City of Bellaire.

“Even with an unusual name like Durio, it was hard to find us on search engines like Google”, says Patrick Durio of Durio & Company, a CPA firm located in Houston. But a Google search for “durio cpa” makes our .pro domain the first hit on the search results.”

“A .pro address is perfect for branding a Professional Service firm,” says Tom Barrett, President of EnCirca, sponsor of Showcase.pro. “Professionals can also use .pro to secure targeted search engine keywords for their internet marketing and search engine optimization (SEO) programs.

For example, a CPA in Indiana might register “indiana-accountant.pro”, and “indiana-taxes.pro” to reach their target customers.”

Targeted professionals include:

- architects
- certified financial analysts
- certified financial planners
- dentists
- educators
- lawyers (law.pro)
- human resource experts
- insurance agents
- Medical doctors (med.pro)
- nurses
- nutritionists
- optometrists
- pharmacists
- physician assistants
- engineers (eng.pro)
- physical therapists
- podiatrists
- psychologists
- public relations professionals
- realtors
- veterinarians
- accountants (cpa.pro)

About Showcase.Pro

Showcase.Pro is a website sponsored by EnCirca, focusing exclusively promoting websites using the .pro extension. There are two types of .pro domains:

1. Generic. These are second level domains, such as keyword.pro, available to anyone on a first-come, first-served basis via EnCirca’s ProForwarding leasing service.

2. Profession-specific. These are third level domains, such as trademark.law.pro, available only to licensed professionals in the following form:

- law.pro, bar.pro and jur.pro – for licensed lawyers
- eng.pro – for licensed engineers
- cpa.pro and aca.pro – for licensed accountants
- med.pro – for medical doctors

About EnCirca

EnCirca is an ICANN-accredited Registrar founded in 2001 and is the leading Registrar for the .pro domain, operated by RegistryPro, an Internet registry exclusively for professionals who wish to brand and promote themselves on the Internet. For more information, please visit www.encirca.pro.

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