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FOR IMMEDIATE RELEASE

Superbowl Celebration: Less is more with dot-Co Reserve Dot-CO Domains for Reduced Price This Week Only

Boston, MA, February 7, 2011 -- It's the morning after. The blogosphere is a-buzz with excitement about Superbowl Sunday, and EnCirca is tickled to join in and offer special pricing for registering a dot-co domain. EnCirca's promotional pricing for a dot-co registration is \$11.99 for the first year and will be available until Friday, February 12, 2011. Dot-co, an old domain name, has reinvented itself and is now available for unrestricted international use.

The explosive rise of dot-co as a popular domain is in large part because many businesses have brands and trademarks that they would like to register but have been taken in .com. But, even big businesses like Twitter and Overstock.com have gotten in on the deal and have become early dot-co adopters.

"There have been over 600,000 dot-co registrations in less than a year," says Tom Barrett, President of EnCirca. "Names are going fast and businesses should protect their brands and trademarks."

The suffix dot-co is universally recognized as an abbreviation for company. In a dot-co registry survey, 75 percent of respondents equated dot-co with "company", "corporation," or "commerce." In fact, nearly 50 countries use dot-co as a second level domain name to depict just that, such as co.uk and co.jp.

Don't miss out on your opportunity to register your trademark or brand name with a dot-co domain today with EnCirca.

To check out more about dot-co, visit EnCirca's dot-co domain page here:
<http://www.encirca.com/html/co-reg.shtml>

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About EnCirca

EnCirca is an ICANN-Accredited domain name registrar that specializes in the creation, management and protection of digital identities. It is an authorized reseller for the dot-co domain. EnCirca works to protect intellectual property and prides itself as being a registrar-of-choice for trademark owners. For more information, please visit www.encirca.com