



FOR IMMEDIATE RELEASE

Secure Your School's Place in the Digital Future *EnCirca announces dramatic price reduction for kids.us domain names*

Boston, Massachusetts – June 6, 2007 - EnCirca (www.encirca.com), the leading **kids.us** domain name Registrar, announced today a special promotion for **kids.us** domain names to just \$8.99 per year for a three year registration.

“**Kids.us** is the first and only domain name designed exclusively for children. Since all **kids.us** websites must feature educational and age appropriate online content, **kids.us** is a key component to integrating the Internet into the American school curriculum,” said Tom Barrett of EnCirca. “Websites using the **kids.us** domain name can be an essential educational tool for all American schools.”

Parents, school administrators, and librarians are invited to reserve their school's name in the **kids.us** domain at www.encirca.com. This kid-friendly web address can be used as a tool for safely incorporating the Internet into school curriculums or can be used to publish student work and accomplishments, upcoming events or other pertinent school community information.

“A **kids.us** domain name is a great gift for parents and Parent Teacher Organizations to give to help ensure their local schools are able to educate children about the Internet,” said Barrett. “As the end of the school year approaches, a **kids.us** domain name is thoughtful way to show appreciation to a teacher or school administrator.”

In addition to securing the names for your local schools, **kids.us** domains may also be used by home-schooled children, businesses and families.

The **kids.us** domain is a restricted namespace for material that promotes positive online experiences for children. Due to specific content restrictions and a regular, ongoing content review process, **kids.us** provides a safe and secure online environment for children, and helps to prevent exposure to harmful material on the Internet.

Kids.us was created by The Dot Kids Implementation and Efficiency Act, passed by the US Congress in 2002. It is administered by the National Telecommunications and Information Administration, which is part of the U.S. Department of Commerce.

Each **kids.us** registrant must pay an annual Content Management Subscription fee directly to NeuStar, the Registry operator designated by the US Government. This fee ensures that all content published on **kids.us** websites adhere to a strict set of guidelines for acceptable content.

About EnCirca

EnCirca is the top **kids.us** domain Registrar, as well as the leading .pro, .jobs and .travel registrar. Thousands of government, non-profit institutions, and commercial organizations already trust EnCirca with their brands and trademarks. EnCirca was formed in 2001 and is accredited by Neustar for the .us domain. For more information, visit <http://www.encirca.com>.

About Kids.us

Kids.us is an Internet domain that parents and children can trust for educational and appropriate online fun. All content on affiliated sites is regularly screened and monitored, making **kids.us** the most "youth-friendly" space on the Web.

About Neustar, Inc

Neustar (NYSE:NSR) is a leading provider of essential clearinghouse services to the global communications and Internet industry and is the registry operator for **kids.us**.

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