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Millions of names available for .Co Open Registration
Trademark owners can reserve .Co with EnCirca

July 29, 2010, Boston, MA - .Co is now available for unrestricted international registration via EnCirca, Inc (<http://www.encirca.com>). Companies should secure their primary web address in the corresponding .Co domain name to ensure someone else does not take it.

On July 20th, open registration for .Co began and the demand has been phenomenal,” says Thomas Barrett, President of EnCirca, Inc. “In fact, it’s been reported that companies including American Express, Apple, BMW, Coca-Cola, Disney, eBay, Facebook, Google, IKEA, Microsoft, MTV, Nike, Nokia, Panasonic, Samsung, Sony, Toshiba, Toyota, Twitter, Visa and Yahoo have all secured .Co domain names.”

Corporations have shown great interest in securing brand names on the .Co domain. In fact, Internet pioneer, Twitter was one of the first companies to secure a .Co domain. It is using “t.co” for a complimentary service. In addition, Google recently announced that the .Co TLD will have all the same geo-targeting options as other generic TLDs, such as .com, .net, .biz and .org instead of being categorized as a country-code.

To register or find more information, visit EnCirca’s .Co domain page:
<http://www.encirca.com/html/co-reg.shtml>

About EnCirca

EnCirca is an ICANN-Accredited domain name registrar formed in 2001 that specializes in the creation and protection of trademarks on the Internet. For more information, visit www.encirca.com