

**.travel registry relaxes eligibility rules.
Proposed changes take effect December 21, 2007**

December 17, 2007 - EnCirca (www.encirca.com) has issued a **.travel** advisory regarding the new rules proposed by the **.travel** registry. Under the new rules, travel companies will be able to register any available **.travel** names they wish on a first-come, first-served basis.

"Organizations still need to be authenticated as a member of the travel industry to register **.travel** domain names", says Tom Barrett, President of EnCirca. "But under the proposed changes, they can register any available names they desire starting December 21, 2007, including generic names and destinations."

In preparation for the rules change, EnCirca is processing free authentication requests from all travel companies in advance of the anticipated December 21 Land Rush for **.travel**.

"Up to now, the **.travel** Authentication Providers have rejected many requests from travel companies who could not demonstrate they were eligible for the requested names", says Thomas Barrett, President of EnCirca. "Starting December 21, companies can register any available names, including valuable keywords for search engine marketing and advertising purposes".

The free **.travel** authentication requests can be submitted at EnCirca's website (www.encirca.com). The authentication requests are then automatically forwarded to one of the **.travel** Authentication Providers, which include many of the world's largest travel associations. Companies who are members of one of the **.travel** Authentication Providers may also contact their association directly for assistance.

Nearly 300,000 place names being released

Effective with the new relaxed eligibility policy, the **.travel** registry is planning to release nearly 300,000 reserved place names, such as cities, iconic cultural sites and world heritage landmarks. These **.travel** domain names are ideal for search engine marketing since keywords in domain names are given extra weight in search engine rankings.

These place names have been reserved for over two years to allow interested governments and tourism boards to secure their popular travel destinations. Country names remain on the reserved names list.

Destination management organizations and tourism boards have until December 21, 2007 to secure their destination names before they are released for general registration.

Note that EnCirca accepts signed purchase orders in lieu of credit card payments for **.travel** registrations.

Pre-registrations accepted starting December 17 at 12:00 EST

The proposed rules change takes effect December 21 at 18:00 EST. This is Friday evening prior to the Christmas holiday week.

EnCirca will begin taking first-come, first-served pre-registrations on Monday, December 17 at 12:00

EST. This will allow customers to place orders in advance of up-coming holiday season.

All pre-orders **MUST** include an approved .travel UIN (Unique Identification Number). This means companies have one week to apply for their UIN, if they do not already have one.