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FOR IMMEDIATE RELEASE

EnCirca offers bulk purchase program for .pro domain names

Register 5,000 names for less than the cost of dot-com

Boston, MA, January 6, 2010 - Effective January 6, 2010, EnCirca.com, registrar of the **.pro** top level domain, is offering a bulk purchase program designed to promote widespread use of the **.pro** domain name. EnCirca is soliciting expressions of interest from parties willing to commit to a minimum purchase of 5,000 .pro domain names. Selected parties will receive a discounted price lower than that available for dot-com domain names. The .pro bulk purchase program is ideal for professional trade associations, domain resellers and trademark owners.

"In the past year, as .pro registration restrictions have been relaxed, the .pro zone file has grown 400 percent," says Thomas Barrett, President of EnCirca. "We expect even more growth in 2010 when one, two and three character .pro domain names are made available. Our current retail price for a .pro domain name is \$14.95. We are looking for a partner interested in making a .pro bulk purchase for a greatly reduced cost."

The "Pro" suffix is recognized world-wide as a designation for "professional." This instant branding is one of the reasons for the .pro domain's increased popularity among professionals creating their own online brand.

The .pro domain is designed exclusively for use by all licensed professionals, such as lawyers, engineers, electricians and realtors to help professionals establish online trust and communicate their credentials. Businesses may register their industry keywords, search engine terms, company names, or their trademarks. There is no limit to how many .pro domain names an individual or company can register. Dot-pro customers self-certify their professional status by providing their identification, contact information and profession-specific information, such as their license number.

All expressions of interest are confidential and more details can be found at <http://www.encirca.com/html/bulk-purchase.shtml>

Please contact EnCirca at bulkpurchase@encirca.com

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About EnCirca

EnCirca was formed in 2001 and is accredited by RegistryPro and the Internet Corporation of Assigned Names and Numbers (ICANN) for the .pro domain name. RegistryPro is the exclusive registry for .pro, a subsidiary of the Hostway Corporation. For more information, please visit www.encirca.com