



Media Contacts:
Tom Barrett, EnCirca, Inc.
781/942-9975
pr@encirca.com

FOR IMMEDIATE RELEASE

.Jobs Domain Extension Launches its Start-Up Phase.

*ICANN-Approved Domain Offers New Internet Recruiting Tool for Businesses.
Applications can be submitted at www.encirca.com.*

San Diego, CA., June 20, 2005 – **.Jobs**, the new domain name extension designed for helping companies more efficiently recruit new employees, has been officially launched in San Diego at the Annual Meeting of the Society for Human Resource Management (SHRM). On hand for the announcement were representatives of SHRM, Employ Media-- the registry operator for **.jobs** and EnCirca (www.encirca.com), ICANN-Accredited registrar for **.jobs**.

Applications for **.jobs** domain names can now be submitted at EnCirca, an ICANN-accredited registrar for **.jobs**. The Start-up Period for **.jobs** officially began at 2:30pm PST on Sunday, June 19, 2005.

"A **.jobs** domain for your company provides a non-stop route for job seekers to the specific and compelling career information, eliminating distraction or 'home page' congestion or confusion," said Tom Embrescia, Chairman & CEO of Employ Media and **.jobs**. "The **.jobs** domain will compliment and enhance your company's current best practices in hiring."

"**.Jobs** has the potential of sparking some changes in the online recruiting industry," said Tom Barrett, President of EnCirca. "Forrester Research Inc estimates that businesses will spend \$4.5 billion on job classified ads in 2005 with an efficiency of only 60%. This means that over \$1.8 billion dollars a year will go to waste. **.Jobs** promises to eliminate much that waste by providing business with a direct connection to job seekers via the internet."

.Jobs domains are available in the form of **companyname.jobs**. In addition, companies may register domain names targeting geographic locations or job skills as long as the company name is contained in the domain name. For example, Google Inc. could register **Google.jobs**, as well as **us-google.jobs**, **uk-google.jobs**, **china-google.jobs** based on hiring locations as well as **google-search.jobs**, **google-support.jobs** and **google-marketing.jobs** for types of positions that are available. This benefits companies who have distributed HR departments based on local or divisional requirements. Companies can also register common abbreviations or acronyms for their companies.

During the Start-up Phase, all companies should make sure to secure their legal trade names (also known as Service Marks) prior to the first-come, first-served operations commencing in September, 2005. Companies from anywhere in the world are eligible during this phase.

About EnCirca

EnCirca is a full-service ICANN-accredited registrar founded in 2001 focusing on trademark protection and internet marketing for businesses and business professionals. It is accepting **.jobs** applications now from companies located anywhere in the world. For more information, please visit www.encirca.com. All company names, trademarks and service marks are the property of their respective owners.