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**FOR IMMEDIATE RELEASE**

**EnCirca Upgrades Find.Pro Directory**  
***A business directory exclusively for licensed professionals***

Boston, MA, April 7, 2010 □ Leading dot pro domain name registrar EnCirca ([www.encirca.com](http://www.encirca.com)) announces an upgrade to its online business directory, Find.pro. (<http://www.find.pro>) Find.pro is a map-based online directory designed to help licensed professionals drive additional search engine traffic to their websites by combining its customized online maps with videos, pictures and other content. All listings on Find.pro can be easily shared on social networking sites, such as Facebook and MySpace via custom widgets. And, all .pro EnCirca customers are included in this directory free of charge. To sign-up and be featured in the directory, visit [www.find.pro](http://www.find.pro).

"New and potential registrants are recognizing that .pro is beginning to compete with .com. .Pro domains can now be registered at a fraction of the price of the equivalent .com names. In fact, each new .pro registration is available from EnCirca for just \$14.95," says Thomas Barrett, President of EnCirca, the leading .PRO registrar. "Find.pro is a great way for our .pro customers to get noticed online. We know that our customers have many choices when picking a .pro domain name registrar and now, in addition to offering customer service and competitive pricing, we also offer Find.pro, free of charge, to help give our customers a leg up in their attempts to market their website."

Who would benefit from a .pro domain? To start, **job-seekers, self-employed professionals and businesses of any size**. Professionals both at home and abroad are trying to distinguish themselves to employers and potential clients as they vie for the few available jobs. Building your online presence using the .pro domain name is one way to gain a competitive edge.

"Establishing yourself as an expert in your field is an important component of marketing to potential employers and clients," says Barrett. "Creating a website for your resume, blog or portfolio of work is an approach that will pay dividends far into the future. A .pro website has credibility and is a great platform for showcasing your skills and industry knowledge. Further, as more and more domain extensions are made available, .pro will emerge as a familiar domain that certifies authentic credentials."

.Pro domain names work just like .com domains, with the ability to create fully featured websites and email addresses. The .pro domain is a restricted domain name, available to licensed professionals who self-certify that they meet the eligibility requirements of their profession.

There are no restrictions on the types of names a business or licensed professional may register: including trademarks, industry keywords, search engine terms, company names, or marketing slogans. There is no limit to how many dot-pro domain names an individual or company can register. Types of businesses and professions eligible for dot-pro include: Lawyers, Accountants, Engineers, Doctors, Architects, Dentists, Educators, Chiropractors, Veterinarians, Surveyors, Plumbers, Inspectors, Investment Advisers, Real Estate Brokers,

Insurance Brokers, Nurses, Opticians, Optometrists, Podiatrists, Psychologists, Therapists, Social Workers, Building Contractors, Electricians, Patent and Trademark Examiners, Court Reporters, Police and Fire Safety Officers and any other profession where an official credential is required for a business or individual to offer services.

Visit <https://www.encirca.com> today to register.

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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](http://www.encirca.com)