



FOR IMMEDIATE RELEASE

**SHOWCASE.PRO Puts Spotlight on Keyword-Based Domain Names.
Professionals Use .Pro Domains for Search Engine Keyword Marketing.**

WOBURN, Mass., July 7, 2005 – A new website called Showcase.Pro has been launched to highlight leading examples of search engine keyword marketing using .Pro domain names. .Pro is the domain name extension reserved exclusively for professionals. Showcase.Pro (www.showcase.pro) is putting the spotlight on four .pro websites this week:

1. **ClassAction.Law.Pro** (www.classaction.law.pro). Law firm of Aron D. Robinson. The firm concentrates on consumer and complex litigation, injury, closely held corporate matters, and appeals.
2. **ThePhotographer.Pro** (www.thephotographer.pro). Website for Gary E. Brown, Professional Photographer. Site features recent photos of California landscapes and flowers.
3. **Georgia.Law.Pro** (www.georgia.law.pro) . Law firm of Orlando & Kopelman PC. Dedicated to representing individuals and families who have suffered the tragic consequences of serious personal injuries or death caused by the negligence or otherwise improper conduct of others.
4. **Ticket.Pro** (www.ticket.pro) . A website offering premium tickets for sporting events, concerts and theater in New York and Las Vegas.

“Professional Service firms should secure several .pro keywords for their online marketing programs,” says Tom Barrett, President of EnCirca. “For a small fraction of the cost of an online advertising campaign, professionals can gain an advantage using a .pro domain name.”

Professional Service firms of all types and sizes are eligible to register .pro domain names using EnCirca’s exclusive ProForwarding service. For example, a dentist can register boston-dental.pro, smiles.pro or sedation-dentistry.pro, all great keywords for search engine marketing. Targeted professionals include:

- architects
- certified financial analysts
- certified financial planners
- dentists
- educators
- lawyers
- human resource experts
- insurance agents
- nurses
- nutritionists
- optometrists
- pharmacists
- physician assistants
- engineers
- physical therapists
- podiatrists
- psychologists
- public relations professionals
- realtors
- veterinarians
- accountants

About EnCirca

EnCirca is an ICANN-accredited registrar founded in 2001 and is the leading ICANN registrar for the .pro domain, operated by RegistryPro, an Internet registry exclusively for professionals who wish to brand and promote themselves on the Internet. EnCirca provides a new way for professionals to distinguish themselves on the Internet by using the .pro extension. .Pro domains are available in two types: generic domains, in the form of “keyword.pro”, available exclusively via EnCirca’s ProForwarding service. Licensed professionals can also register industry specific domains, in the form of “anyname.eng.pro”, “anyname.law.pro”, “anyname.cpa.pro” and “anyname.med.pro”. For more information, please visit www.encirca.pro.

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