



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

**FOR IMMEDIATE RELEASE**

**Showcase.Pro Celebrates National Engineer's Week**

**EnCirca Offers \$49 .Pro Domains for Professional Engineers**

**WOBURN, Mass., February 21, 2006** –Showcase.Pro (<http://www.showcase.pro>), in conjunction with National Engineer's Week, highlights engineering websites using .pro domain names. .Pro is the top level domain designed for licensed professionals. For a limited time, Professional Engineers are eligible for .pro domains for just \$49/year. The special pricing is a reduction of 75 percent from the typical \$199 annual fee required to secure these domains. This special registry promotion will expire on March 31, 2006.

National Engineer's Week is February 19-25. Showcase.pro is sponsored by EnCirca <http://www.encirca.pro>, ICANN-accredited registrar for the .pro domain extension. Examples of professional engineering (PE) firms who have branded themselves with .pro domain names include: [clayton.eng.pro](http://www.clayton.eng.pro) , [capstonecivilgroup.eng.pro](http://www.capstonecivilgroup.eng.pro) and [fpa.eng.pro](http://www.fpa.eng.pro) (for more examples, see <http://www.showcase.pro> ).

“.Pro is a natural and intuitive internet address for professional engineers”, says Tom Barrett, President of EnCirca. “The .pro extension reinforces the key message professional engineers would like to send about their business. Adopting a new domain extension for an internet address is not a casual decision to make. Fortunately, as shown at [showcase.pro](http://www.showcase.pro), many engineers, as well as lawyers, accountants and doctors have already adopted .pro as their permanent brand identity.”

The .pro extension makes it possible for professional engineers to reserve more memorable and relevant Web addresses and search engine keywords. The .pro extension is available in two flavors: “profession-specific”, such as [civil.eng.pro](http://www.civil.eng.pro) and “generic”, such as [civil.pro](http://www.civil.pro) .

The profession-specific flavor is exclusive to licensed professionals in law, engineering, accounting and medicine with more professions expected to be supported in 2006. Possible future professions include:

- Architects
- financial planners
- dentists
- educators
- insurance agents
- nurses
- optometrists
- pharmacists
- podiatrists
- psychologists
- real estate brokers
- veterinarians

EnCirca also offers generic domains such as [claytoneng.pro](http://www.claytoneng.pro) just \$99/year. Many professional service firms are registering both types of .pro domains: one for their corporate identity, and one to boost search engine rankings.

“Search engine rankings from Google and Yahoo reward domain names that contain keywords being searched.” says Barrett. “With the .pro domain, these firms can get a memorable Web address, like [jedson.pro](http://www.jedson.pro) , that will boost their search engine ranking.”

As easy-to-remember .com designations have disappeared, the alternative has been either longer, more awkward .com second-level domain names or less desirable top-level domains such as .net, .biz, and .info. The .pro domain solves this dilemma and provides a clear branding advantage for licensed professionals.

**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 ICANN registry exclusively for professionals who wish to brand and promote themselves on the Internet. EnCirca's registry promotion of \$49/year applies to the profession-specific domains of eng.pro, law.pro, bar.pro, jur.pro, cpa.pro, aca.pro and med.pro and will end at midnight on March 31, 2006. For more information, please visit [www.encirca.pro](http://www.encirca.pro)