



FOR IMMEDIATE RELEASE

**Professionals Gain Competitive Edge With Dot-Pro Domain.**  
EnCirca Extends Free Web Hosting for Professionals

WOBURN, Mass., February 1, 2006 – EnCirca celebrates the new year with four new .pro websites owned by Professionals at Showcase.pro ([www.showcase.pro](http://www.showcase.pro)). Professionals of all types are using .pro for distinctive branding and search engine marketing, providing them a competitive edge over other professionals.

EnCirca has continued its holiday special of free web hosting with all .pro domains. Simply select the “QuickStart” package during the order process and receive a free year of web hosting with your order.

“The .Pro domain extension is perfect for the Professional interested in creating a brand online” says Tom Barrett, President of EnCirca, sponsor of Showcase.pro. “Every professional serious about marketing themselves online should have a .pro internet address. There is no better way on the internet of communicating to your customers that you are a true pro.”

Professionals have two branding options: a profession-specific address, such as <http://www.austin.law.pro> or simply a generic .pro address, such as <http://www.fitness.pro>. Both are appropriate for search engine marketing to specific markets, geographic areas or target customers for just \$99/year including a free year of web hosting.

**Websites Featured This Month:**

1. appellatelaw.pro (<http://www.appellatelaw.pro>). Professional website of Stephen Knight Esq. Mr. Knight practices at Baydoun & Knight, PLLC, of Nashville, Tennessee where he focuses on appellate advocacy, commercial litigation, and consumer protection litigation.
2. wertel.eng.pro (<http://www.wertel.eng.pro>). Wertel Enterprises of Gilbert, Arizona, specializes in mechanical design and engineering utilizing 3D parametric CAD as well as assembly fixture design, gage design, and machine design.
3. ddbco.cpa.pro (<http://www.ddbco.cpa.pro>). Dixon, Davis, Bagent & Company consists of select individuals who approach their work as team players. Formed in 1934, today this Certified Public Accounting firm specializes in financial institutions with experience with banks, credit unions, savings & loan companies, bank regulatory agencies, and the accounting profession.
4. hplaw.pro (<http://www.hplaw.pro>). Hesik, Prybylo Law Partners is a partnership of two independent law firms, George A Hesik & Associates, Ltd. and Paul J. Prybylo, P.C., which formed to provide Oak Park, Chicago and surrounding areas, a broader range of professional legal services all housed under one roof.

**Professions Intended for .pro Domain**

Targeted professionals for the .pro domain include:

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

#### About EnCirca

EnCirca, Domain Name reseller for the .pro domain operated by RegistryPro, is an ICANN-accredited Registrar founded in 2001. .Pro is the Internet address for professionals who wish to brand and promote themselves on the Internet. For more information, visit [www.encirca.pro](http://www.encirca.pro).