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Showcase.Pro Highlights Four .pro Web Sites .pro domain provides instant branding for Professionals

WOBURN, Mass., March 21, 2006 –Showcase.Pro (<http://www.showcase.pro>), highlights four new websites using .pro domain names. .Pro is the top level domain designed for licensed professionals. The web sites being highlighted this month include:

1. Tortlaw.pro - industry keyword web site for BCC Legal Services, Inc , based in San Francisco, California
2. Educate.pro - industry keyword web site for BlueWave International., a UK based teacher recruitment company
3. Caredata.med.pro - home of CareData Patient Tracking Systems Corp.
4. e911.pro - a subsidiary of the Florida-based Public Safety Executive Association, Inc.

“.Pro is a natural and intuitive internet address for professionals”, says Tom Barrett, President of EnCirca. “The .pro extension reinforces the key message professionals 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 professionals, such as lawyers, teachers and doctors have already adopted .pro as their permanent brand identity.”

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

EnCirca offers generic domains such as [tortlaw.pro](http://www.tortlaw.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 [educate.pro](http://www.educate.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. For more information, please visit www.encirca.pro