



FOR IMMEDIATE RELEASE

Professionals Gain an Edge With Internet Marketing.

Professionals adopt .pro internet domain for branding and search engine optimization.

"There is no better way of communicating that you are a pro."

WOBURN, Mass., November, 2005 – Showcase.Pro this month highlights .pro websites owned by Professionals. Professionals are using .pro for distinctive branding and search engine marketing, providing them a competitive edge over other professionals.

"A .pro address is perfect for branding a Professional service firm or consultancy," says Tom Barrett, President of EnCirca, sponsor of Showcase.pro. "Professionals can also use .pro to secure targeted search engine keywords for their internet marketing and search engine optimization (SEO) programs. There is no better way on the internet of communicating to your customers that you are a pro."

Professionals can choose from a professional-branded address, such as law.pro, cpa.pro, eng.pro or cpa.pro or from the generic .pro address, ideal for search engine marketing to specific markets or customers, such as www.investmentfraud.pro.

The Professional websites highlighted by Showcase.pro this month, include:

1. Investmentfraud.pro (www.investmentfraud.pro). The Stoltmann Law Offices of Chicago, Illinois exclusively represents investors from across the country in securities arbitration and litigation.
2. Nonprofit.pro (www.nonprofit.pro). The NonProfit.pro website contains articles and information on fundraising, nonprofit management, law, charity regulation, communications and e-philanthropy.
3. UnitedStates.pro (www.unitedstates.pro). A Professional's Business Portal. Includes listings of professional associations and professional resources including maps, financial tools, newspapers, dictionaries, language translators, world clocks and a searchable directory.
4. wizards.pro (www.wizards.pro). "Wizards.pro" is the ultimate source for Fantasy and Science Fiction related material. Site includes forums for Harry Potter as well as a Fantasy & Science Fiction News Aggregator and Forbidden Space: Stephen R. Donaldson Fan Fiction.

Targeted professionals for the .pro domain include:

- architects
- insurance agents
- physical therapists
- certified financial analysts
- Medical doctors (med.pro)
- podiatrists
- psychologists

- certified financial planners
- dentists
- educators
- lawyers (law.pro)
- human resource experts
- nurses
- nutritionists
- optometrists
- pharmacists
- physician assistants
- professional engineers (eng.pro)
- public relations professionals
- realtors
- veterinarians
- accountants (cpa.pro)

About Showcase.Pro

Showcase.Pro is a website sponsored by EnCirca, focusing exclusively promoting websites using the .pro extension. There are two types of .pro domains:

1. Generic. These are second level domains, such as pain.pro, available to anyone on a first-come, first-served basis via EnCirca's ProForwarding leasing service.

2. Profession-specific. These are third level domains, such as pathology.med.pro, available only to licensed professionals in the following forms:

- law.pro, bar.pro and jur.pro: for Lawyers
- eng.pro: for Professional Engineers (PE)
- cpa.pro and aca.pro: for Certified Public Accountants
- med.pro: for Licensed Medical Doctors

About EnCirca

EnCirca. Domain Name Registrar for the .pro domain, is an ICANN-accredited Registrar founded in 2001. .Pro is the Internet address exclusively for professionals who wish to brand and promote themselves on the Internet. For more information, please visit www.encirca.pro.

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