



Relaunch of .PRO

September 2008

Seoul, Korea

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RegistryPro

The Internet for Professionals  www.registrypro.pro

login : YZEIF11521
password :



What is .Pro?

- .Pro TLD is targeted for professionals and service firms
- Originally launched in June 2004
- Contract change with ICANN in Spring 2008 significantly changed the restrictions
- Top registrars coming on board including Network Solutions
- Re-launched on Monday September 8

Past Issues with .Pro

- Availability:
 - Originally limited to doctors, lawyers, and accountants in four countries
- 2nd-level Domain:
 - Originally only 3rd level domains, i.e. “xyz.law.pro”
- Price:
 - Originally priced at \$125 per year, wholesale
- Ease:
 - Originally difficult for registrants to order; domain not activated until manual license verification complete

What's New?

- Availability:
 - Now any person or company with a license from a certifying authority in any country can register.
- 2nd-level Domain:
 - Now 2nd-level domains, i.e. “xyz.pro” are available
- Price:
 - Now 2nd-level domains cost just \$10 wholesale in the first year during our promotional period
- Ease:
 - Now, due to self-verification, ordering process is simplified & names are immediately activated once information is provided

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Additional Benefits of .Pro

- .PRO still has many great names available: wide open name space!
- .PRO is easily recognized around the globe and a great alternative to .com and ccTLDs
- .PRO digital certificates are available to offer registrants additional security
- New products will be rolled out such as three character numeric names
- Marketing programs and campaigns designed to increase traffic to registrars