Relaunch of .PRO

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Seoul, Korea

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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 2\textsuperscript{nd}-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
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