



Arif Ali
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3 May 2011

VIA EMAIL & FEDEX

Mr. Eric P. Enson
Jones Day
555 S. Flower Street
50th Floor
Los Angeles, CA 90071

Re: Employ Media's Request for Arbitration

Dear Eric,

As per our conversation earlier today, Employ Media has filed a Request for Arbitration with the International Chamber of Commerce, a courtesy copy (without attachments) of which is provided herewith. We are sending a copy of our filing with annexes to ICANN by FedEx.

Although Employ Media had hoped for a productive outcome from our Cooperative Engagement process, your 26 April letter has made it clear that there is no meeting of the minds regarding either the conduct of that process or the substance of any resolution to our dispute. In light of ICANN's position on the publication of communications made during Cooperative Engagement, Employ Media can no longer agree to the conditions in your letter of 14 April. As a result, we have been forced to initiate arbitration as the only available means to protect our rights under the Registry Agreement.

We nonetheless continue to hope that a negotiated resolution to the parties' dispute can be achieved, and remain available to discuss a possible resolution at your convenience.

Sincerely,

A handwritten signature in black ink, appearing to be "Arif H. Ali", written over a white background.

Arif H. Ali

cc: John O. Jeffrey
Jeffrey LeVee