



April 29, 2014

Dear Valued Customer,

I'm writing to provide insight and a better resolution regarding the errors that occurred with Google's .みんな new gTLD domain launch and its premium names. We are offering below what we hope is a fair and sufficient solution to earn your trust and faith and to compensate you for the pricing errors you have experienced.

- You now have until **June 23, 2014** to make a decision whether to delete the name or pay for the premium name.
- If you want to keep the name(s), 101domain will offer you a **50% discount** on the first year premium price and a **25% discount** on premium annual renewals.
- If you give up your name(s), we will give you a credit on 101domain.com for any future purchases **equal to 25% of the price of the premium name(s)** we are deleting. This offer will not expire.

Please let us know which option you would like **prior to June 23, 2014 by calling or emailing billing@101domain.com**.

As a leader in the new gTLD space, we made the decision to offer all launch phases and premium names as early as possible because our customers have demanded this early and all-access offering. Our first to market position and wealth of information has proven immensely popular to many customers.

The .みんな gTLD (Japanese for "everyone") launched in General Availability on March 4th by Google's registry. As you know, you were able to purchase names from 101domain.com during GA for \$12.99 each which Google had previously labeled as premium – some at more than \$7,000 USD for a single name. Unfortunately, this error was not recognized until over 30 days later after we received our first transaction report.

We contacted Google and requested them to work with us on the matter since we felt strongly that both sides were responsible to right the situation. Google offered no other assistance other than extending the date to delete the names – telling us it was our problem.

Our staff works very closely with most new gTLD registries to ensure reserved and premium names are rolled out correctly throughout all phases of a TLD launch. With Google, there were a number of non-standard procedures detailed below which created this situation which we are not in control of. We sincerely hope that Google is able to properly address and correct these items for its registrars going forward.

- Premium name lists were distributed via email only. In our case, premium list emails were missed.
- There were no premium name commands in Google's EPP (pricing extensions) to lookup and approve premium name registrations. This is standard with most new gTLD registries and the best way to handle premium names.
- There was no ability to turn "off" registration of premium names. This is again a nearly standard feature.
- There were no real-time reports available to identify errors which led to 30+ days going by before the errors were identified.

In hindsight, we should not have launched this TLD without these standard features in place or clear warnings to customers that pricing had to be confirmed after submission due to manual registry processes.

We hope to earn your trust and business back. This has proven a valuable learning experience for us to improve the customer experience for you, our valued customers.

Sincerely,

Anthony M. Beltran

COO/CFO