



National A-1 Advertising, Inc has been in the adult business for twenty years. Our main businesses are phone entertainment and HotMovies.com. HotMovies.com offers our customers over 140,000 movies from over 2000 studios. The studios give us their movies to stream over the internet and share the revenue with us. We are also own hundreds of adult domains. Examples are: Girls.com, Boys.com, Spanking.com, 69.com, FuckYou.com, Singles.com, and FemDom.com.

We cannot understand why there is a "need" for an .xxx extension. The ONLY reason someone would want to own this extension would be to earn money from registration fees. The new extension would force owners of .com domains to purchase the .xxx extensions in an attempt to protect their brand.

Even if approved, why should someone be allowed to earn millions of dollars and charge domain owners a preposterous fee to own a domain? Registrars like Network Solutions and Godaddy.com charge well under \$10.00 a year. The industry does not need a new board that is proposed by a non-adult entertainment industry business person. This would be useless and serves no purpose. Mr. Lawley proposes this in order to "look good" to the people who he wants to approve his application.

No one is going to control the adult industry. Mr. Lawley's claim that he is going to clean up the adult industry is absurd. For the most part the adult industry cleans up itself. In any business there are always going to be companies who do not do the right thing. The adult business has its' share but it is no more prevalent than any other business.

I do not know of any adult business owner who is in favor of the proposed domain. They only ones that would be are ones that could potentially buy top domains on the extension. The TLD application is a self serving, money making venture that is being camouflaged by Mr. Lawley's proposal to create a board to regulate and clean up the adult industry. It is similar to businessmen who create the .TV, .ME and other useless extensions for no other reason but to earn money.

National A-1 does not support the creation of an .XXX sTLD, we never have, and for that purpose we support ICANN choosing Process Option # 3 and denying ICM's application for an .XXX sTLD.