



January 18, 2010

To the Board Member of ICANN,

I am strongly in favor of ICANN's proposed plan to accept Expressions of Interest and see it as a crucial step in creating a successful environment for the receipt of generic top level domain applications.

EOI will allow ICANN, as well as potential applicants, to gather useful information in preparation for the application period. By learning as much as possible in advance, ICANN will be able to put policies in place and educate applicants about any potential problems. For this reason, I believe that Expressions of Interest will lead to a greater number of successful gTLD applications — which will also mean fewer unnecessary financial hurdles and delays for applicants. Everyone stands to benefit from an EOI period.

I specifically support these elements as being important elements of the EOI plan:

- A fee requirement so that only serious applicants participate
- A public awareness campaign that educates potential applicants about the process and explains the importance of announcing their interest
- The inclusion of an Expression of Interest as a pre-requisite for submitting a top level domain application

As a web publisher, I see new generic top level domains as a brilliant way to build community online. I particularly am excited about the prospect of a green TLD that will show community affiliation and open up new, more relevant domain names in my industry.

I commend ICANN for deciding to allow new generic top level domains and look forward with a great sense of eagerness to purchasing a gTLD for my website that will accurately reflect the values of my company.

Sincerely,

Keith Lewis, publisher  
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