

brs media inc.

January 25, 2010

Dear ICANN Board,

Thank you for the opportunity to comment on the Draft Expressions of Interest/Pre-Registrations Model for new Top Level Domain process.

We fully support the Expressions of Interest "EOI" process. The draft EOI model is a fair and balanced way of moving the new Top Level Domain process forward.

BRS Media is a diverse and growing media e-commerce firm helping traditional and interactive media companies build and brand on the power of the Web. Having successfully managed a Registry-Registrar service under the ccTLD .FM for over 12 years, we have a well established and unique perspective on the marketplace in which "innovative" Top Level Domains are offered.

Our clients have proven the success of "Choice, Innovation and Openness on the Internet". Many of our clients have built successful brands, causes and projects under their domain name.

The Choice, Innovation & Openness that New Top Level Domains will bring cannot be understated!

We believe that no matter the TLD extension (be it a cause, local/regional or industry specific) these new top level domains will provide an incredible service to their respective communities, as well as, enrich and enhance the Internet. That is why we overwhelmingly support the Draft Expressions of Interest/Pre-Registrations Model as a step towards getting the new round of TLD's off the ground. We encourage ICANN to move forward without further delay.

Sincerely,



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