



December 3, 2013

Dr. Steve Crocker, Chairman of the Board
Mr. Fadi Chehadé, President and CEO
Mr. Cherine Chalaby, Chair of the New gTLD Program Committee
Internet Corporation for Assigned Names and Numbers (ICANN)
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094

Dear Dr. Crocker, Messrs. Chehadé and Chalaby, and Members of the New gTLD Program Committee:

On behalf of Amazon EU S.à.r.l (Amazon), we write in connection with our pending gTLD applications for .AMAZON and its IDN equivalents.

During ICANN's recent meeting in Buenos Aires, multiple sources brought to our attention a possible misunderstanding regarding Amazon's attempts to find a mutual resolution with the Governments of Brazil and Peru. Although the NGPC was unable to meet with us to discuss potential concerns, we hope this letter provides sufficient details to clarify any misunderstandings.

Amazon conferred with the Governments of Brazil and Peru on numerous occasions – both before and after Beijing – and proposed a variety of compromises that we believed respected both the cultural history and needs of the Amazonia Region, as well as those of Amazon as a global corporation trusted by millions of people world-wide. These compromises included: i) a proposal to support a regionally-focused .AMAZONIA, .AMAZONAS, or .AMAZONICA gTLD to be owned/controlled by the governments of the Amazonia Region; ii) a proposal to block on the second-level of .AMAZON terms representing governments and government organizations, including the Organização do Tratado de Cooperação Amazônica (OTCA, the treaty organization that represents the entire Amazonia Region); iii) a proposal to identify, in coordination with the OTCA, terms of specific cultural sensitivity and prevent second-level use of such terms on .AMAZON; iv) a proposal for regional governments to use relevant domain names to re-direct to the official government sites; and, v) proposals for other ways in which Amazon and governments in the Amazonia Region could work together to find a mutually acceptable resolution. With each proposal and during other open ended discussions to identify a mutually agreeable solution, we were told that the governments would only accept withdrawal of our applications and/or a change of our gTLD string (for example, .AMAZONCORPORATION or .AMAZONCOMPANY).

Our attempts at compromise occurred over eight months, including communications by letter, email, telephone, video-teleconference calls, meetings at ICANN, as well as sending a delegation (made up of a few Amazon representatives who work on the new gTLD program for the company and our regional counsel) to Brasilia. The meeting in Brasilia was held at OTCA's headquarters and was organized and managed by representatives from the Amazonia Region governments, not by representatives from Amazon. In addition to our verbal and written

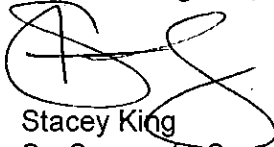
proposals made to the relevant governments, we have reflected several of the proposals above in a PIC, which we continue to stand behind (attached).

All of our communications and meetings with the governments of the Amazonia Region were respectful, and we repeatedly attempted to provide additional concessions – up until the week before the ICANN Meeting in Durban – in the hope we could resolve the matter in a mutually agreeable way. At no time did Amazon ever make “demands” on the governments. Indeed, as noted by Brazil’s own GAC representative in their Durban comments, “I would like to inform all of you that we have very good conversations with the Amazon, Inc. We understand their business plan. All of our conversations, we have met at least three times, were carried out with a very faithful willing from both sides. Nobody thinks that each of the other side has bad faith on this. We understand their business plan. We understand they’re willing to make a good job. But for a matter of principle, we cannot accept this registration.” Transcript – GAC Plenary, Tuesday, July 16, 2013.

We hope this information assists the NGPC in its deliberations and understanding of our good faith attempts to find a resolution. We remain willing to meet with the NGPC to discuss this or any other matters in connection with these applications.

Thank you for your time and consideration.

With best regards,

A handwritten signature in black ink, appearing to be 'Stacey King', written over a circular stamp or seal.

Stacey King
Sr. Corporate Counsel, Amazon



July 4, 2013

Dr. Steve Crocker, Chairman of the Board
Mr. Fadi Chehadé, President & CEO
Mr. Cherine Chalaby, Chair of the New gTLD Committee
Internet Corporation for Assigned Names and Numbers (ICANN)
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094

Dear Dr. Crocker and Messrs. Chehadé and Chalaby:

On behalf of Amazon EU S.à.r.l (Amazon), we write to submit for your consideration the attached Public Interest Commitment (PIC) in connection with our gTLD applications for .AMAZON (including our IDN applications).

As you know, the Government Advisory Committee (GAC) was unable to reach consensus in Beijing on the objection by the Governments of Brazil and Peru to our .AMAZON applications. As a result, the GAC advised that our applications be placed on hold until Durban, which the Board accepted and instituted.

Amazon is committed to working with the Governments of Brazil and Peru to address their concerns and has reached out on several occasions – both before and after Beijing – and made a variety of proposals we believe represent a middle ground that respects both the cultural history and needs of the Amazonia Region, as well as the rights of Amazon, a company with a global brand name and our millions of customers world-wide. Unfortunately, we have been unable to reach an agreement at this time. It is our hope, however, that the Governments of Brazil and Peru will be open to continued dialogue in the future.

The attached PIC is submitted to both you and the GAC. Amazon is ready and willing to attach this PIC to our applications for .AMAZON (including our applications for .AMAZON in Chinese and Japanese script) upon the release of our applications from Board/GAC suspension.

We continue to have great respect for the Amazonia Region and its Governments, and look forward to engaging in continued dialogue that reflects the needs and sensitivities of all the parties involved.

Please contact us if you have any questions.

With best regards,

Stacey King
Sr. Corporate Counsel, Amazon

Cc: Heather Dryden, Chair, Government Advisory Committee

Amazon EU S.à.r.l (Amazon) is committed to operating the .AMAZON registry in compliance with all applicable laws and regulations and in furtherance of the goals outlined in our Application, Question 18.

The primary objective for Amazon's Public Interest Commitment ("PIC") is to reinforce and clarify our Intentions to operate the .AMAZON registry as a secure, stable, and trusted platform for our customers in every part of the world.

Amazon understands and is sensitive to the concerns raised by the Governments of Brazil and Peru. We are committed to avoiding user confusion and respecting the region's history and cultural identity, while simultaneously respecting ongoing principles of coexistence between Amazon's global commercial operations and the Organização do Tratado de Cooperação Amazônica's (OTCA) inter-governmental protections of the Amazonia Region. To that end, Amazon will:

- Limit the registration of culturally sensitive terms such as "Amazonia," "Amazonas," and "Amazonica" under the .AMAZON new gTLD to OTCA and its Member Governments.
- Continue to engage in good faith discussions with the OTCA and its member governments to identify any other existing terms of specific cultural sensitivity.
- Present a Memorandum of Understanding to ICANN setting out Amazon's non-objection to any future application filed by the OTCA and/or its Member Governments for the terms ".AMAZONIA", ".AMAZONAS", or ".AMAZONICA".

Amazon's commitments identified in this Specification 11 are limited to and may be invoked and/or contested under the PIC Dispute Resolution Process ("PICDRP") only by the OTCA on behalf of the Governments that jointly govern the Amazonia Region on behalf of the Amazonia people.

Amazon's commitments identified in this Specification 11 are contingent on Amazon's reasonable satisfaction with the final terms of ICANN's proposed PIC requirements, including the associated PICDRP. In such case, Amazon will consider whether any change request will be required.