



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.