

21st Century Communications Limited

Suite 5501, 55th Floor
Central Plaza, 18 Harbour Road
Wan Chai, Hong Kong
Tel: +852 3050 9082
Fax: +852 3050 9083

Friday, 17 October 2014

Internet Corporation for Assigned Names and Numbers (ICANN)
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094-2536
Attn: President and CEO

Dear Sir:

Re: 30-day Notice of Price Increase

I write pursuant to Article 2.10 – Pricing for Registry Services of the Registry Agreement between ICANN and 21st Century Communications Limited trading as Who's Who Registry.

Rather than the flat pricing model anticipated two-and-one-half years ago when the application was created, Who's Who Registry has not only taken a decision to broaden the scope of prospective registrants and thereby the intended use of domains, but also to introduce variable pricing through premium domain names and tiered pricing for initial registrations and renewals.

The price increases will increase prices to as high as USD999 in the tiered pricing and/or renewals categories, and market rates for premium domains.

The .WHOSWHO registry currently has no executed registry-registrar agreements (RRAs) in force and, therefore, this notice to ICANN constitutes our complete obligation under the terms of the Registry Agreement.

Sincerely,

COPY

John J. McCabe
Director

cc: Required Copy to ICANN General Counsel ✓
Fax of 17.10.14: +1 310-823-8649 to both President & CEO and General Counsel, ICANN

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Sent To **ICANN Attn: General Counsel**
Street, Apt. No.,
or PO Box No. **12025 Waterfront Drive #300**
City, State, ZIP+4
Los Angeles, CA 90094-2536