

21st Century Communications Limited

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Thursday, 08 September 2016

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

via USPS Certified Mail: 7015 3430 0000 7378 6053
Return Receipt Requested

Dear Sir:

Re: 30-day Notice of Price Changes effective 02 September 2016

We 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 to provide ICANN with 30-days' notice of certain price changes.

In a Notice sent to ICANN and dated 01 August 2016, we advised of Price Increases to become effective on 02 September 2016 upon .WhosWho's activation of our tiered pricing model. The changes in the revised Price List (appended) represent only PRICE DECREASES from the 01 August 2016 notice, and we believe do not technically require notice.

These price rollbacks were put in place to remain consistent with those portions of the Tiered Prices that that were noticed to .WhosWho registrars in their original 2014 RRA on a forward-looking basis.

All price reductions described in the 01 August 2016 notice remain in place including the across the board decrease for Standard/untiered names. Standard pricing is dropping to \$20 from \$75 and, in addition, all renewals will now be at the Standard Tier rather than the tier of registration, another drop.

We trust that this will meet with ICANN approval.

Sincerely,



John McCabe

for Who's Who Registry

Enclosure: .WHOSWHO REGISTRARS PRICE LIST – 2 SEPTEMBER 2016 – (FINAL VERSION v2.0)

cc: Required Copy to ICANN General Counsel

Fax of 1.08.16: +1 310-823-8649 to both President & CEO and General Counsel, ICANN

Uploaded to ICANN's GDD Portal at Case No. 00230703

**.WHOSWHO REGISTRARS PRICE LIST – 2 SEPTEMBER 2016
(FINAL VERSION – v2.0)**

NOTES:

- Effective 2 September 2016 .WHOSWHO introduces tiered pricing
- with pricing for initial first-year registrations at Standard or Tiered prices and
- with ALL renewal registration years at Standard pricing (price reductions in all cases).

Phase	Non-refundable Application Fee in USD/domain	2016 .WhosWho v2.0 RRA Registration Fee in USD/domain
Sunrise Phase - CLOSED (first come, first served)	\$250 - CLOSED	\$75 - CLOSED
Limited Registration - CLOSED (multi-applicant)	\$100 - CLOSED	\$75 - CLOSED
General Availability – OPEN (first-come, first-served)	N/A	Standard \$ 20 (untiered) Tier 0 – (retired)
Premium Domains / Tiered (first-come, first-served)		Tier 1 – (for future re-use)
	N/A	Tier 2 - \$ 140
	N/A	Tier 3 - \$ 275
	N/A	Tier 4 - \$ 500
	N/A	Tier 5 - \$ 835
	N/A	Tier 6 - \$ 1,300
	N/A	Tier 7 - \$ 1,920
	N/A	Tier 8 - \$ 2,750
	N/A	Tier 9 - \$19,500
	N/A	Tier 10 - \$39,500 (new tier)
Domain Renewal	N/A	ALL domain renewals at Standard , regardless of tier of initial registration
EPP Transfer	N/A	One addl year of renewal registration for the domain at Standard
EPP Restore	\$100	