

Here is the text of the press release ANA will send out to the press following the ICANN issue.

ANA Issues Strong Response to ICANN, Underscoring Widespread Industry Concerns Regarding Top-level Domain Proposed program

"We are not surprised by ICANN's response although disappointed that ICANN chose to defend its process and deny any doubt as to consensus. Rather, ICANN needs to respond to the real concern from the brand owner community. There is no question that this Program will increase brand owners' costs by billions of dollars. We should not be debating if 40 or 45 comment periods were held; instead, ICANN should be justifying its economic analysis regarding the Program against the staggering costs to brands. ANA welcomes further discussions and an opportunity for further economic study to quantify the need for more TLDs and what it will mean for industry and other stakeholders, such as the public interest community who will face the same brand dilution concerns."

- Bob Liodice, President and CEO, ANA

"Now is not the time for either side to 'dig in its heels' much less defend the process, especially in a depressed economy. ANA has raised real concerns regarding economic losses, brand dilution and resultant privacy / cyber-security harms. In light of our shared goals of a safe and stable global Internet, ICANN should return to the negotiating table and work with all concerned parties, including the ANA and its members, to resolve brand owners' legitimate concerns in a manner consistent with ICANN's consensus obligations."

- Doug Wood, ANA's General Counsel, Reed Smith LLP

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About the ANA

Founded in 1910, the ANA (Association of National Advertisers) leads the marketing community by providing its members with insights, collaboration, and advocacy. ANA's membership includes 400 companies with 10,000 brands that collectively spend over \$250 billion annually in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs and advance, promote, and protect all advertisers and marketers. For more information, visit www.ana.net, follow us on Twitter, join us on Facebook, or visit our YouTube channel.

Press Contacts:

Luna Newton
CooperKatz & Co. for the ANA
lnewton@cooperkatz.com
917-595-3061

Shoshana Hochdorf
CooperKatz & Co. for the ANA
shochdorf@cooperkatz.com
917-595-3054