

Ellen W. Lambert
Executive Director, Office of Corporate Philanthropy

Merck & Co., Inc.
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April 10, 2012

ICANN
4746 Admiralty Way, Suite 330
Marina del Rey
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To the Members of the Board of Directors of ICANN:

Re: Endorsement of the ".MERCK" gTLD application by Merck Registry Holdings, Inc.

The Merck Company Foundation and Merck's Office of Corporate Philanthropy as part of Global Public Policy and Corporate Responsibility at Merck & Co., Inc., Whitehouse Station, NJ, USA ("Merck") writes to express our endorsement and support for the Merck Registry Holdings, Inc. ("MRH") application to own and operate the .MERCK gTLD. We believe that the .MERCK gTLD, as conceived and proposed by MRH, fully aligns with the economic, philanthropic, and educational needs of our Merck community.

Merck philanthropic activities are well known among the humanitarian and non-government organizations with whom we hold relationships.

The Internet has become an invaluable resource for communication, learning, and commerce. We strongly believe that the .MERCK gTLD will be best represented through the oversight of MRH.

The primary mission and purpose of the .MERCK gTLD is to provide a trusted, hierarchical, and intuitive online marketplace for Internet users seeking the services of, or information provided by Merck members. As such, a .MERCK gTLD used for members of Merck & Co., Inc., Merck, Sharp & Dohme Corp, and its affiliates and authorized users would be very beneficial.

Through our philanthropic programs we have the ability to make a positive impact on healthcare access and capacity building, educational opportunities and academic achievement, and quality of life issues. We envision a scenario in which organizations and individuals who access information about our philanthropic programs will be assured through a .MERCK community gTLD that the educational or informational content they are receiving is from a credible/authorized source.

Merck & Co, Inc. is a Fortune 100 company and one of the largest healthcare companies in the world. Merck has operated under the Merck name and trademarks in United States and Canada since as early as 1917. During this time, Merck has established a family of Merck marks which cover a range of goods and services. The family of companies, licensees, and affiliates that have developed since 1917 and which are authorized to use the Merck marks in a range of economic, philanthropic and educational activities, act as a community.

Thank you for accepting this letter of endorsement and support for MRH's gTLD application for the .MERCK gTLD. The Merck Company Foundation and Merck's Office of Corporate Philanthropy urges you to approve MRH's application.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellen W. Lambert", with a long horizontal flourish extending to the right.

Ellen W. Lambert
Executive Director