

Matthew Cahill

Executive Director, Global Scientific & Medical Publications and
Office of Promotion & Advertising Review
Office of the Chief Medical Officer

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April 10, 2012

ICANN

4746 Admiralty Way, Suite 330
Marina del Rey
California 90292

To the Members of the Board of Directors of ICANN:

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

The Global Scientific & Medical Publications and Office of Promotion & Advertising Review as part of the Office of the Chief Medical Officer 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. The Merck publishing properties are well known in the medical and scientific industries.

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.

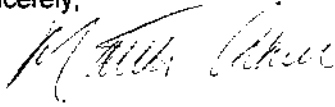
The primary mission and purpose of the .MERCK gTLD is to provide a trusted, hierarchical, and intuitive online marketplace for Internet users seeking the services of, or information provided by Merck members. As such, a .MERCK gTLD used for members of Merck & Co., Inc., Merck, Sharp & Dohme Corp, and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

Merck publishes a wide variety of publications on various medical related topics. They are used as authoritative sources of information by physicians, veterinarians and patients. We envision a scenario in which Merck publishing properties will be able to assure their audiences that the informational/educational content they are receiving is from a credible authorized source. We believe that a .MERCK community gTLD could help achieve the foregoing.

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 to MRH's gTLD application for the .MERCK gTLD. The Global Scientific & Medical Publications and Office of Promotion & Advertising Review urges you to approve MRH's application.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Cahill", written in a cursive style.

Matthew Cahill
Executive Director
Global Scientific & Medical Publications and Office of Promotion & Advertising Review
Office of the Chief Medical Officer
Merck & Co., Inc.