

April 6, 2012

Mr. Craig Schwartz  
General Manager, Registry Programs  
BITS/The Financial Services Roundtable  
1001 Pennsylvania Avenue NW, Suite 5005  
Washington, DC 20004

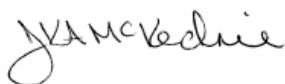
Dear Mr. Schwartz:

The American Bankers Insurance Association (ABIA) is writing to express our support for the joint Financial Services Roundtable and ABIA plan to apply for the .insurance gTLD. The ABIA believes that the financial institution members of the Financial Services Roundtable and the ABIA will benefit greatly from the .insurance gTLD. Among the many benefits will be the additional security controls, which will be an inherent part of .insurance. These controls will provide the customers of individual financial institution sub-domains some additional assurance about the safety of their online insurance interactions with these member institutions. We also believe that there will likely be greater consumer acceptance of the community domain approach, rather than the brand-name specific domain approach.

The ABIA feels that fTLD Registry Services LLC, which is the applicant for .insurance, is uniquely positioned to understand our industry needs for domain governance and improved security in the internet commerce arena. We are excited about this new venture and the potential it offers for our industry. We look forward to working with you as this application progresses.

If you need to contact us on this topic, please do so anytime.

Sincerely,



J. Kevin A. McKechnie  
Executive Director  
American Bankers Insurance Association