



Robert Wasserman
Senior Vice President
Marketing & e-Business

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Mr. Craig Schwartz
Director
fTLD Registry Services, LLC
c/o American Bankers Association
1120 Connecticut Avenue, NW
Washington, DC 20036

Dear Mr. Schwartz,

On behalf of Allstate Insurance Company, I am writing to express our support for fTLD Registry Services, LLC's (FSR) application for the .insurance Top-Level Domain. We appreciate and applaud FSR's leadership to establish a protected Internet space operated and governed responsibly by the financial services industry for the benefit of financial service consumers. Securing .insurance positions the industry to meet the consumer, security, and technological developments that arise from the introduction of new generic Top-Level Domains.

We appreciate the opportunity to voice our support for this initiative.

Sincerely,

Robert Wasserman
Senior Vice President