

ICANN  
4676 Admiralty Way, Suite 330  
Marina del Rey  
CA 90292-6601  
USA

Groot-Bijgaarden, 6th of April, 2012

Dear,

**GMO Registry's New gTLD Application for .SHOP  
Letter of Endorsement**

We are writing you in our capacity of Managing Director of the Belgian Direct Marketing Association ([www.bdma.be](http://www.bdma.be)) and of President of Safeshops.be ([www.safeshops.be](http://www.safeshops.be)).

The **Belgian Direct Marketing Association** (BDMA) is an organization with a membership base of about 450 companies and 2.500 individual members that are active in the field of direct marketing.

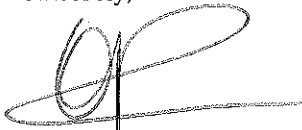
The BDMA's mission is to promote direct marketing, protect the interests of consumers and educate companies, organizations, and individuals in relation to direct marketing. One of the key purposes of our organization is to implement ethically correct use of digital marketing, in view of establishing and reinforcing the relationships between businesses and their customers (B2B and B2C), which are generally based on trust.

**Safeshops.be**, a sector organization representing distance seller, being mainly online shops in Belgium and Luxembourg, was created recently, and is working closely with the BDMA. This organization is assisting its members in introducing safety, security, privacy, and safe payment methods within their webshops, and ensure that these shops are compliant with legal requirements. Furthermore, it issues quality certificates in this respect. Core mission is to enhance 'trust' as a whole and consumer trust more specifically in e-commerce.

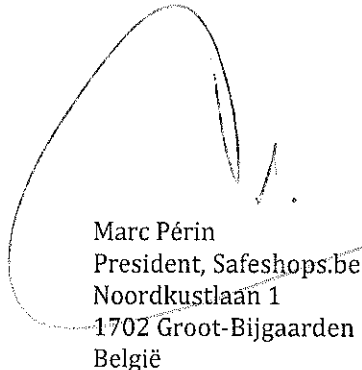
Both organizations have therefore a genuine interest in promoting a safe, secure, reliable Internet, which is also at the core of GMO Registry's proposition for the .SHOP gTLD.

This letter is to express our endorsement and support for GMO Registry's application for the .SHOP new generic top-level domain with ICANN, and our commitment in continuing to support GMO Registry in the further development of this project.

Sincerely,



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