



September 25, 2013

Internet Corporation for Assigned Names and Numbers
Marina del Rey, CA, USA
4676 Admiralty Way, Suite 330
Marina del Rey, CA 90292-6601
USA

To Whom it May Concern,

RE: Application by The Canadian Real Estate Association (CREA) for the .MLS Top Level Domain Name

This is a letter of support for the community application by CREA for the .MLS Top Level Domain (TLD). WinnipegREALTORS® was created by an Act of the Provincial Legislature in 1903 and is a charter member of CREA. WinnipegREALTORS® represents in Winnipeg, Manitoba over 1650 individual brokers and salespeople (REALTORS®) in the real estate industry, all of whom are also members of CREA, and all of whom are licensed by CREA to use the MLS® trademark.

In Canada, MLS® Systems are owned and operated by real estate boards and associations for the exclusive use of their REALTOR® members. All boards and associations are not-for-profit, member organizations and MLS® Systems are one of the more significant and important products/services real estate boards and associations offer their members to better serve their clients and customers.

CREA has owned the MLS® trademark for over half a century and it is considered to be an extremely valuable asset of organized real estate. WinnipegREALTORS® is licensed to display the MLS® trademark in conjunction with the operation of its MLS® System. It is the MLS® trademark that signifies to the consumer the quality, accuracy and completeness of the listing content on our MLS® System. Similarly, it is the MLS® trademark that identifies our REALTOR® members as the exclusive providers of MLS® services.

We believe it is critical both for the protection of the MLS® trademark and for the ongoing ability of our members to distinguish themselves in terms of their access to MLS® Systems that CREA obtain the .MLS TLD. We therefore strongly support the community application of CREA.

Sincerely,

A handwritten signature in black ink, appearing to read 'Geoff McCullough', written over a horizontal line.

Geoff McCullough, CAE
CEO

GM/ct