.XXX General Availability Q&A

Q: What is .XXX?

A: .XXX is a new Sponsored Top Level Domain (sTLD), specifically designed for the benefit of the global online adult entertainment industry. It will work alongside the other existing ICANN accredited TLD's such as .com, .net`, .org etc. and offers significant benefits and advantages to both providers and consumers.

Despite a large online market for adult entertainment, large sections of society do not wish to come into contact with its content and as such .XXX provides both willing consumers of adult entertainment and those who wish to avoid it with an easily identifiable mark — the end of the web address.

Q: Why is Network Solutions® participating in the .XXX extension when it relates to the Adult Entertainment Industry?

A: Network Solutions will continue to position itself as the comprehensive provider of online services, including a breadth of domain name extensions such as the newly available XXX.

As with any new domain extension, Network Solutions® is partnering with the ICM Registry to promote extensions that we believe would be valuable to our customers. In this case, specifically around brand protection.

Q: What Features, Advantages and Benefits does .XXX offer Adult Webmasters?

A: FEATURES & ADVANTAGES:
- A globally promoted & recognizable trusted Sponsored Community domain extension
- Targeted for the Sponsored Community (Adult Industry)
- Thousands of new domain names available to Sponsored Community webmasters
- ICM Registry Sponsored Portals (coming in 2012)
- Access to a unique micro-payment platform - opens new payment methods and markets globally (coming in 2012)
- Sites are labeled by MetaCert for consumers who do not wish to access these sites
- Increased traffic via ICM Registry portals, type-ins and directed search
- Daily malware & virus scanning included by McAfee® with McAfee Trustmark (logo is optional)
- Consumer friendly as customers know what to expect
- A safe, secure and trusted environment
- Consumer acceptance and confidence in .XXX domains

BENEFITS:
- Greater acceptance and trust by more consumers globally with the ability to pay easily without risk, which translates into:
    - More traffic
    - Higher conversion ratios
    - Easier ways to pay

Q: How do I become a member of the Sponsored Community?

A: Following are the steps to complete the member authentication process. Once you complete your .XXX domain name application, the ICM Registry will create the member account on the ICM Registry side and will email you to complete the authentication process. The link provided in the email has an expiration of 5 days. If the applicant tries it on the 73rd hour, there will be a link on ICM Registry website to resend another authentication email.

1. You will receive an email and click on the 'Finish Creating My Account' link in the email.
2. Once on the ICM website, you will be prompted to enter 'name', 'new password' and 'date of birth'.
3. Then, you will also be asked to enter an address (personal or business) as well as a direct phone number in which you can be reached at in the next few minutes.
4. You will then choose the language in which they will receive the phone call in (currently in English, French, Spanish, and German) and click 'next'.
5. You will receive a phone call and will receive the pin to enter into the member account.
6. You will enter that pin# into the website and once the pin# is validated, the process will be complete and the applicant will receive their Member Contact ID. Keep in safe place for further use.

Q: For how many years can I register my .XXX domain name?
A: .XXX domain names can be registered for 1,2,3,5 or 10 years at a time.

Q: What is the General Availability phase for .XXX domains and who is it targeted toward?
General Availability is available to everyone on a first come, first serve basis. There are no requirements around trademarks or pre-existing domain name(s) in this phase. General Availability is for both non-members and members of the Sponsored Community.
Non-members of the Sponsored Community: Available to non-adult industry brands who do NOT want to host a live website using the .XXX extension. The intention is for the applicant to protect their intellectual property for personal domain names, company domain names, product domain names, etc. that did not have prior qualifying rights under Sunrise B.
Members of the Sponsored Community: Available to members of the Sponsored Community who intend to host a live website using their .XXX domain name. Applicants must complete the Membership Application Process and enter their membership ID within Account Manager before their .XXX domain name can host a live website.

Q: I just registered my .XXX domain name but it is pointed to an Under Construction page? Why?
During General Availability, you would need to select if you would like your .XXX domain name to resolve (host a website) or not. If you select that you would like your domain name to resolve, then you will be contacted by the ICM Registry to complete your Membership Application. At first all .XXX domain names will be pointed to an Under Construction page. For those customers who have a Membership ID, they would need to provide their Membership ID information in their Domain Details page within their Account Manager settings in order for their domain name to go live. For those customers who selected that they would not like their domain name to resolve, their .XXX domain name(s) will continue to be pointed to an Under Construction Page.

Q: I just got my Membership ID from the ICM Registry, now what do I do?
If you are a member of the sponsored community and would like your .XXX domain name to resolve, please enter your 16 digit membership token/ ID within the Domain Details page in your Account Manager. Please keep your Membership Token/ID in a safe place. This Membership ID that can be used for future .XXX domain registrations that you would like to resolve into live website(s).

Q: I selected that my .XXX domain name will not resolve but now I changed my mind and would like my .XXX domain to host a live website. What do I need to do so that my .XXX domain name can have content on the site?
During General Availability, non-members of the Sponsored Community will have the opportunity to register domain names defensively. They will simply register the domain, NOT authenticate on the ICM website and the domain will not resolve. At any point if you would like to become a member of the

Sponsored Community, please send an email to support@icmregistry.com to request a Sponsored Community membership email. Once you receive your Membership ID, you may enter this information in the Domain Details page within your Account Manager and your domain name will resolve.

Q: If I purchase an .XXX domain name, am I allowed to host adult content as per Network Solutions® Legal Policies?
A: The terms and conditions of the Network Solutions' Service Agreement do not expressly prohibit the use of its hosting services for adult content. To review the terms and conditions of our Acceptable Use Policy, please go to http://www.networksolutions.com/legal/aup.jsp

Q: What is the create date for an "awarded" domain that was applied for during Sunrise or Landrush?
A: Create date is the date that the domain goes live in the Registry. For domains awarded during Sunrise or Landrush the creation date will be just on or before General Availability of December 6, 2011. Sunrise B applications will be blocked at the Registry when the validation process has been completed.

Q: How are Sunrise and Landrush applicants notified that there are multiple applications on their string?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify them if there are multiple applications on their submission.

Q: How are Sunrise and Landrush applicants notified that they are going to auction?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com if the applicant will be going to auction for their submission.

Q: How is auction winner notified of winning for Sunrise and Landrush applications?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify the applicant if they won the auction for their .XXX domain name.

Q: How are auction losers notified of losing for Sunrise and Landrush applications?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify the applicant if they did not win the auction for their .XXX domain name.