



Dear Sir/Madam,

The National Cooperative Grocers Association ([www.ncga.coop](http://www.ncga.coop)) would like to request permission to register the domain name [www.go.coop](http://www.go.coop).

DotCooperation, LLC ([www.coop](http://www.coop)), the organization responsible for the creation, verification and maintenance of the registration of .coop domain names originally informed us that each .coop domain name was required to be more than two letters long per the terms of their contract with ICANN. We were pleased to hear that we could request an exception to this contractual term.

The National Cooperative Grocers Association (NCGA) is a business services cooperative for natural food co-ops located throughout the United States. NCGA helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere.

NCGA, working with Frontier Natural Products, Humboldt Creamery and Organic Valley, has worked over the last 12 months to develop messages to promote co-ops to consumers. One of the slogans that emerged from our consumer research is Go Co-op!

We are incorporating this slogan into our messaging and it will also be used to promote co-ops to consumers as part of the 2007 Co-op Month activities. Specifically, we will be driving consumers, through national radio advertising, to a website intended to provide information on co-ops. This website is being developed in cooperation with NCBA and Cabot Creamery Cooperative for Co-op Month activities. However, this site will continue to be maintained by NCGA and our research partners as a central location for consumers to find information about co-ops in all sectors.

NCGA has already registered [www.gocoop.coop](http://www.gocoop.coop) and [www.goco-op.coop](http://www.goco-op.coop). However, we hope to be able to secure the [www.go.coop](http://www.go.coop) domain name to provide a unique address that will be easily remembered by consumers and to promote the use of the .coop domain as a way to identify co-op businesses on the Internet.

We hope to be able to secure the [www.go.coop](http://www.go.coop) domain name to provide a unique address that will be easily remembered by consumers and to promote the use of the .coop domain as a way to identify co-op businesses on the Internet.

In cooperation,

A handwritten signature in black ink, appearing to read 'Kelly Smith', is written over a light gray rectangular background.

Kelly Smith  
Director of Marketing & Communications