

Exhibit 1

Code of Conduct Exemption Request Form

Internet Corporation for Assigned Names and Numbers ("ICANN")
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094
Attention: New gTLD Program Staff

RE: Request for Exemption from Registry Operator Code of Conduct

SALM S.A.S. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .CUISINELLA TLD (the "Registry Agreement"), hereby requests an exemption from the obligations of the Registry Operator Code of Conduct set forth in Specification 9 to the Registry Agreement (the "Code of Conduct"). Pursuant to such request, Registry Operator confirms that each of the following statements is true and correct (collectively, referred to as the "Statements"):

1. All domain name registrations in the TLD are registered to, and maintained by, Registry Operator for the exclusive use of Registry Operator or its Affiliate (as defined in the Registry Agreement);
2. Registry Operator does not sell, distribute or transfer control or use of any registrations in the TLD to any third party that is not an Affiliate of Registry Operator; and
3. Application of the Code of Conduct to the TLD is not necessary to protect the public interest for the following reasons:

The operation of the .CUISINELLA TLD will allow the Registry Operator to reflect and operate its key and most distinctive brand. The public interest will benefit from the fact that the Registry Operator is able to do so in a controlled way. This control by the Registry Operator can be guaranteed more easily when the Code of Conduct does not apply to the operation of the .CUISINELLA TLD. Hence the public interest will benefit from the exemption of the Code of Conduct and the Registry Operator can think of no reason why the application of the Code of Conduct to the TLD would be necessary to protect the public interest.

Registry Operator represents that the registration policies attached hereto as Schedule A are a true and correct copy of the Registry Operator's registration policies for the TLD.

Registry Operator agrees to notify ICANN promptly in writing in the event any of the Statements has become untrue (whether before or after an exemption has been granted).

Registry Operator further acknowledges and agrees that the Exemption will be void if at any time any of the Statements has become untrue.

Submitted by: Redacted

Position: Chief Financial Officer

Date Noted: 11th December 2013

Email: 

Schedule A

Registry Operator hereby acknowledges that the following are the true and correct registration policies for the TLD:

REGISTRATION POLICIES IN SUPPORT OF THE .CUISINELLA TLD

All domain names registered within the .cuisinella TLD will be registered and maintained by SALM for the exclusive use of SALM, its internal departments and its Affiliates (as defined in Article 2.9(c) of the Registry Agreement). SALM will not sell, distribute or transfer the control or use of any registration within the TLD to any third party that is not an Affiliate of SALM. All domain names will be registered via an ICANN-accredited Registrar.

Departments within SALM will be able to request to register .cuisinella domain names that reflect Cuisinella-related products and initiatives with authority. The registration policy in this TLD will require that domain names registered within the .cuisinella TLD further the published strategic business goals of SALM.

The authority to register domain names will be vested in a limited number of SALM staff members. The Marketing Manager will be responsible for pre-approving all domain names before their registration. This staff member will perform a monthly audit of all domain name transactions to verify that they were authorised and that the use of domain names complies with the .cuisinella Acceptable Registration and Use Policy. The Marketing Manager will additionally conduct internal information sessions to improve awareness of the threat of domain name hijacking and fraud as well as raising awareness of the Acceptable Registration and Use Policy.

Safeguards against allowing for unauthorised or infringing domain name registrations and abusive uses of domain name registrations are discussed in detail in the responses to Question 28 and Question 29.

These restrictions underpin the achievement of the goals of the .cuisinella TLD, in particular enhancing trust in the interaction between Internet users and the Cuisinella brand and forming an authoritative, strictly controlled source of information relating to Cuisinella and SALM.

PROTECTION OF PRIVACY AND CONFIDENTIAL INFORMATION

All domain name registrations in the .cuisinella TLD will be registered to and maintained by SALM for its own exclusive internal use. No measures are considered needed to protect the privacy or confidential information of registrants in the .cuisinella TLD, because no information of a private nature will be collected during the registration process.

SALM will not distribute or transfer control or use of domain name registrations in the TLD to any third party that is not an Affiliate (as defined in clause 2.9(c) of the Registry Agreement). Use of .cuisinella domain name registrations will be reserved for the exclusive use of SALM and its Affiliates. Accordingly, SALM consider that no measures need be taken toward protecting the privacy or confidential information of users of domain name registrations in the .cuisinella TLD.

All activities in relation to the TLD will be conducted within and consistent with the existing framework of privacy and acceptable behaviour policies and standards of the SALM group.

OUTREACH AND COMMUNICATIONS ACTIVITIES

Outreach and communication activities for the .cuisinella TLD will be conducted in two streams, below the line (closed and directed) marketing and above the line (public) initiatives.

The first stream will focus on internal communications, which will be directed towards internal departments and Affiliates of SALM. The purpose of this outreach will be to communicate the introduction of the new .cuisinella TLD and the opportunities it presents. It is envisaged that this will be carried out and implemented by initiatives such as internal communiqués, email communications from the marketing department and speaking opportunities at company sanctioned events.

The second stream will focus on launching the new TLD externally. This will be executed via an initial awareness campaign involving advertising and public relations activity. This campaign will be designed to notify and educate target audiences and customer groups on the introduction of .cuisinella and the benefits of legitimacy, authority, ease of use and convenience of accessing Cuisinella-related information exclusively through this TLD. It is expected that this will drive end-user utilisation and begin the process of behavioural change within the target audience. These activities support the mission/purpose of the TLD to promote and enhance the Cuisinella brand.