

GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section IV, Annex I, and Annex II of the [GAC Beijing Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to GAC Advice” (for example “1-111-11111 Response to GAC Advice”). All GAC Advice Responses must be received no later than 23:59:59 UTC on 10-May-2013.

Respondent:

Applicant Name	Wal-Mart Stores, Inc.
Application ID	1-2064-74519
Applied for TLD (string)	.grocery

Response:

Wal-Mart Stores, Inc. takes this opportunity to confirm our commitment to operating the .grocery gTLD in a manner that serves both the public and Walmart’s interests.

Founded in 1962, Walmart services customers and members more than 200 million times per week at more than 10,130 retail units under 69 different banners in 27 countries. Walmart employs more than 2 million associates worldwide, and is a leader in sustainability, corporate philanthropy and employment opportunity.

Walmart is the world’s largest grocer and is seeking approval for the .grocery gTLD in furtherance of Walmart’s core goal of providing a broad assortment of quality merchandise and services at everyday low prices (EDLP). EDLP is Walmart’s pricing philosophy under which we price items at a low price every day so that the public can trust that our prices will not change under frequent promotional activity. This focus drives everything we do at Walmart. And, for the millions of customers who shop in our stores around the world each week, it means they can trust that our brand means we have every day low prices. Walmart’s commitment to providing every day low prices to the public is positively reflected in customer experiences at our stores, and Walmart will extend its longstanding commitment to customer service to the operation of the .grocery gTLD.

Walmart customers want expanded offerings in produce, meat and bakery, and Walmart added more than 100 new fresh items last year, with many more coming this year. The .grocery gTLD will be used by Walmart to provide a range of offerings to the public at every day low prices. The .grocery gTLD will be launched by Walmart in a staged fashion with second level domains being offered initially to only Walmart businesses. By initially dealing only with Walmart businesses, Walmart expects to establish a clean and reliable environment for use and consumer recognition of .grocery domain names while concurrently solidifying plans for

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potential expanded use of the .grocery gTLD. As set forth in more detail in Walmart's application for .grocery, Walmart anticipates evaluating the potential for allowing non-Walmart businesses and business partners to register domain names in the .grocery gTLD for use to display appropriate, safe, and category specific sites.

The staged and cautious rollout of .grocery second-level domains will ensure that all operations within the .grocery gTLD will be conducted in accordance with Walmart's longstanding commitment to our customers. Walmart's proposed operation of the .grocery gTLD will allow for creation of a safe online space for consumers and businesses, free from many of the risks currently associated with conducting business online. ICANN envisioned a wide range of differing business models for the new gTLD program, and the resources that Walmart may direct to .grocery will benefit the entire gTLD and Internet community by ensuring that the .grocery gTLD does not fail. Thus, Walmart's proposed operation of the .grocery gTLD will serve the public interest.

The Governmental Advisory Committee's Beijing Communiqué identifies Walmart's .grocery application as an application seeking exclusive registry access. We are hopeful that the above clarifies the registration policies that Walmart will implement for the .grocery gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding Walmart's .grocery application.