



Registry Agreement Renewal Letter

22 August 2025

Matt Serlin

MLB Advanced Media DH, LLC ("Registry Operator")

RE: Renewal of the .baseball Registry Agreement (the "Registry Agreement")

Dear Registry Operator,

The .baseball top-level domain is part of the New gTLD Program initiative that expanded the top level domain space, created greater consumer choice, enhanced competition, and provided a robust platform for innovation.

It's been 10 years of operations and pursuant to Article 4 of the Registry Agreement between the Internet Corporation for Assigned Names and Numbers and Registry Operator, the Registry Agreement will be renewed for a successive 10-year period beginning 29 October 2025 ("Successive Term Start Date"). ICANN reserves the right not to permit renewal of the Registry Agreement in the event any of the exceptions set forth in [Section 4.2](#) of the Registry Agreement apply on Successive Term Start Date. For clarity, none of the terms of the Registry Agreement will change as a result of this renewal; and re-execution of the Registry Agreement is not necessary. ICANN will soon publish this letter to the Registry Agreement webpage.

ICANN appreciates that, as a registry operator, you manage a piece of the Internet infrastructure. My team continues to be available to support and collaborate with you to ensure a secure, stable and resilient TLD namespace. Should you have any questions, please reach out to your account manager for assistance or open a general inquiry case in the Naming Services portal.

We welcome the renewal of your Registry Agreement and look forward to your continued support and participation within the ICANN community.

Sincerely,

DocuSigned by:

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Amanda Fessenden
VP, GDD Accounts & Services

CC: Sandra Kelly