

R YORK FUNSTON

12222 ½ Washington Place, Los Angeles, CA 90066 ▪ york@yorkrules.com ▪ (310) 403-4331

York
P.O. Box 1592
York, PA 17405-1592

March 21, 2006

Dear York:

I would like to compliment you on your website, which is both attractively presented and thoughtfully organized. My sole concern is that your domain name, *york.com*, fails to adequately distinguish you in today's competitive online marketplace. I am likewise misserved by my own domain, *yorkrules.com*, which may be considered as excessively aggrandizing for a private citizen such as myself.

Clearly, the solution to both our concerns, as I am sure you have already surmised, is a simple trade: *yorkrules.com* for you and *york.com* for me.

Contemporary Internet history has made clear that uninspired, generic URLs such as *pets.com*, *eToys.com*, and *mvp.com* can lead directly and abruptly to corporate collapse. Professional success in the era of e-Business requires a truly unique and memorable web presence: *google.com*, *yahoo.com*, and, of course, *yorkrules.com*.

Your web address fails you if it simply reiterates your company name. It must be suffused with your corporate identity, proudly proclaiming to your competitors and customers alike that your products are second to none; that is to say, York rules!

Conversely, it is in my interest, as an individual with no commercial ambitions, to possess a domain name which is inherently anonymous; a task much better suited to *york.com* than that by which I am currently represented.

I seek no consideration, financial or otherwise, to effect this trade, as it is so clearly in our mutual interest. I am sure you will wholeheartedly agree, and so I look forward to your prompt and positive reply.

Sincerely,

York