



**FOR IMMEDIATE RELEASE**

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**Craig Schwartz to Lead Financial Top-Level Domain Efforts**

Washington, DC — July 11, 2011— BITS, the technology policy division of The Financial Services Roundtable, announced today that Craig Schwartz has joined the organization to lead their financial Top-Level Domain (fTLD) efforts.

Schwartz starts as General Manager for Registry Programs July 11.

The Internet Corporation for Assigned Names and Numbers (ICANN) recently approved the expansion of generic Top-Level Domains (gTLDs), which could result in the award of hundreds of new Internet suffixes, and possibly the creation of financial domains such as .bank or .insure. Schwartz will lead BITS' strategic response to the program, including potentially applying for a financial domain.

Schwartz previously served as ICANN's Chief gTLD Registry Liaison, the primary point of contact for ICANN's gTLD registry business partners, and was also involved in the development of the new gTLD program.

"The financial community will benefit greatly from Craig's firsthand knowledge of ICANN's domain program," said Leigh Williams, BITS President. "His understanding of these developments gives us a seasoned, expert perspective as we consider the impact of domain expansion and next steps for finance."

Prior to ICANN Schwartz was the Vice President of Operations at Widmeyer Communications, a public relations and strategic communications firm. He attended the University of Maryland, where he received a Bachelor of Science in Finance.

**About BITS**

BITS addresses issues at the intersection of financial services, technology and public policy, where industry cooperation serves the public good, such as critical infrastructure protection, fraud prevention, and the safety of financial services. BITS is the technology policy division of The Financial Services Roundtable, which represents 100 of the largest integrated financial services companies providing banking, insurance, and investment products and services to the American consumer. For more information, go to <http://www.bits.org/>.

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