

## **About Bloomberg LP**

**Bloomberg IP Holdings LLC** (“BIP”) operates the gTLD <.bloomberg> (the “gTLD”). Michael R. Bloomberg is a former mayor of New York City and the founder and majority owner of Bloomberg L.P. (“BLP”). Mr. Bloomberg formed BIP for the purposes of applying to run and operating the gTLD. BIP uses the gTLD to register domain names for Bloomberg Philanthropies (“BP”), which includes all of Mr. Bloomberg’s charitable and civic work, and to register domain names for BLP for use by BLP and its affiliates in their business, including the operation of the BLOOMBERG PROFESSIONAL service and other financial, media and consumer businesses.

### **Bloomberg L.P.**

In 1981, Mr. Bloomberg founded the company that would come to be called Bloomberg L.P., which has become one of the largest worldwide providers of financial news, data, analytics and information and related goods and services.

BLP’s international expansion began in 1987 with the opening of offices in London and Tokyo, and continued with establishment of offices in Sydney (1989), Singapore (1990), Frankfurt (1992) and Hong Kong (1993). BLP now employs more than 15,000 people in over 135 offices, including over 2,400 news and multimedia professionals in more than 150 news bureaus in 73 countries.

To distinguish its products and services, BLP adopted the “Bloomberg” trade name and BLOOMBERG trademark and service mark (the “BLOOMBERG Marks”) at least as early as 1987. In 2007, BLP placed ownership of its BLOOMBERG Marks and the related domain names in its subsidiary, Bloomberg Finance L.P. (“BFLP”), and regional subsidiaries of BFLP (BLP, BFLP and their subsidiaries, collectively, “Bloomberg”). Bloomberg has registered BLOOMBERG Marks in the United States over 100 other jurisdictions. Bloomberg has also registered over 1,000 domain names incorporating “bloomberg” or a misspelling thereof.

In addition to providing financial information, data and transactional services through its terminal product and over the Internet, Bloomberg collects and reports news through Bloomberg Markets, Bloomberg Businessweek and Bloomberg Pursuits magazines, over the radio through WBBR – 1130 AM in the New York/ New Jersey/ Connecticut area and WXKS – 1200 AM/ 94.5 FM-HD2 in Boston and syndication throughout the United States and through satellite radio providers, over cable and satellite television provided 24-hours a day throughout the world and local television partnerships, and through Bloomberg Mobile over apps on iPhone, iPad, Blackberry, Android, Samsung and Windows Phone.

Bloomberg LP has 192 locations worldwide, with world headquarters located at 731 Lexington Avenue, New York, NY 10022 and general inquires may be made by telephone to +1 (212) 318-2000.