



.RICH Startup Policy

According to the ICANN requirements I-REGISTRY Ltd. (“Registry”) will publish the .RICH Startup Information after delegation and prior to starting its Sunrise Period. The Startup Information includes the dates for the relevant startup periods as well as the complete Sunrise registration policies for the TLD, including all applicable policies related to the registration of a domain name in the TLD during the Sunrise Period, the TLD’s Sunrise Dispute Resolution Policy (SDRP).

Except of the Sunrise Policy, the Sunrise Dispute Resolution Policy (SDRP) and the Startup Policy all other published policies apply to any registration of a domain name in any of the launch phases. The launch phases are

- a) the End-Date Sunrise,
- b) the General Availability, and
- c) Claims.

The data for the individual phases and other ICANN requirements are

End-Date Sunrise from February 6, 2014 to April 7, 2014

General Availability starting from April 10, 2014

Claims for General Registration from April 10, 2014 to July 9, 2014