

# EXHIBIT K



## Management Team

### **Seth Jacoby** **President, FirstLook**

Seth Jacoby serves as President of Firstlook. Prior to this, Seth was the Vice President and General Manager of the Direct Navigation and Search businesses here. In this role, he provides strategic and operational leadership while overseeing the overall health of the business. Seth is responsible for growing, maintaining, and monetizing the Firstlook proprietary domain portfolio, creating and optimizing the consumer search experience, as well as driving new strategic initiatives and partnerships for FirstLook.

Seth holds more than 10 years experience in operations, marketing, and management; most of which has been focused on the Internet industry, specifically domain name management, brand protection, domain registry solutions, and paid search. Prior to joining Firstlook, Seth held various management positions at Register.com. He helped grow the company from a small domain name reseller of Network Solutions to one of the largest domain name registrars in the world. While at Register.com, he also helped spin-off, and ultimately sell, a full-service domain name registry company to Afilias, the operator of the .info and .org registry. Prior to Register.com Seth worked for the Japanese Government in Iwate Prefecture, Japan.

Seth holds a BA in Geography-GIS from the University of Wisconsin at Madison.