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## Neustar Launches Brand Assurance Program - Making it Easier for Enterprises to Secure Their Own gTLD

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Sterling, VA -- ICANN's decision to create a "dot-anything" presents an unprecedented opportunity for companies around the world. However, ICANN's application fee of \$185,000 and the tight timeframe to apply (January 2012-April 2012), requires fast learning and quick decisions for enterprises wanting to take advantage of the power, benefits and innovative possibilities that come with owning their own ".brand."

Neustar, an experienced and trusted leader in domain name registry services, launched today its Brand Assurance Program, a starter program that helps companies and organizations simply and affordably meet ICANN's registration requirements, and includes an easy migration path to additional services brands will need when they decide to fully deploy their gTLDs. Neustar's Brand Assurance Program provides the technical and operational requirements needed to meet the strict guidelines of ICANN's TLD application process. It also includes the capabilities needed to operate and manage domains.

"Neustar has the most current and relevant experience in launching successful new TLDs and we are excited about the prospect of helping enterprises bring their global brands closer to their consumers online," said Diane Strahan, senior vice president of Registry Services for Neustar. "We have been in the registry business for more than a decade and are one of the largest, most experienced DNS providers operating in the world, so local and global companies can confidently leave the heavy lifting to us. There's no one better positioned to help enterprises navigate the complexities of the ICANN application process and the registry business."

It is important for companies and organizations to choose a registry partner that understands the nuances and has the experience to ensure their gTLD is established and managed properly. Given the increased importance of the fixed and mobile Internet for both businesses and consumers, brands will want to participate in new gTLDs. Neustar's Brand Assurance Program offers a basic, entry level service package with standardized processes, which simplify and lower the barrier to entry into the top level domain space, allowing more marketers and brand managers to participate in this historic milestone in the Internet.

"We believe in the potential of new tlds for the Internet, so much so that we will be applying for our own

.NEUSTAR brand-specific TLD come January,” added Strahan.

More information about Neustar’s Brand Assurance Program can be found at: <https://www.registry.neustar>

### **About Neustar, Inc.**

Neustar, Inc. provides market-leading, innovative solutions and directory services that enable trusted communication across networks, applications, and enterprises around the world. Visit Neustar online at [www.neustar.biz](http://www.neustar.biz).

**Neustar Domain Name Registry Services** operates the global registry for .biz and .us; in addition, it provides technical registry services for .co, .tel and .travel, gateway services to country code top level domains, internationalized domain names (IDNs), and full registry services to new top level domains. Neustar’s registry is connected to over 300 domain name registrars worldwide. For more information visit: <https://www.neustar.biz>