
Neustar to Establish its Own Brand-Specific Generic Top-Level Domain

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Sterling, VA – Following today’s approval of the new generic top level domain (gTLD) guidebook by ICANN, (the Internet Corporation for Assigned Names and Numbers), Neustar, a leader in Internet and telecommunications information and analysis, will be joining the ranks of Canon®, Hitachi® and other global brands in applying for a new gTLD. Applying for the .NEUSTAR brand-specific gTLD will provide Neustar with an opportunity to further promote its brand, products and services by owning both sides of the dot, ultimately bolstering its online presence and brand visibility.

“Having a brand-specific gTLD gives companies an infinite universe of branded domains that can be used to promote products and services,’ said Mark Pilipczuk, vice president of Marketing for Neustar. “One of the many benefits of owning the .NEUSTAR gTLD is the flexibility it provides in creating shorter, more intuitive and easy to remember domains for our marketing campaigns.”

For the first time ever, ICANN is allowing applications for brand-specific (dot-brand) gTLDs. With today’s announcement of the approved ICANN new gTLD guidelines, companies, like Neustar, now have the official guidelines and process needed to create formal applications and submit them to ICANN for review beginning January 2012 through April 2012.

The new gTLDs give companies the ability to own both sides of the dot; replacing mycompany.com with dot.mycompany, which helps to establish a more robust online presence. Neustar is not only applying for its own brand-specific gTLD, but it also is helping companies, organizations, geographic locations and others to apply for and manage their own gTLDs. Neustar has more than a decade of experience in being a trusted authoritative registry for Internet domains names for the .biz, .us, .tel and .travel top-level domains. It also is the technical services provider for Colombia’s .co and the gateway services provider for China’s .cn, and Taiwan’s .tw country-code top-level domains.

More information about the new gTLDs can be found at: www.registry.neustar

About Neustar, Inc.

Neustar, Inc. is a leading global provider of information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries. Neustar applies advanced and proprietary technologies to its data to provide market intelligence, analytics, supply chain management decision support, security and fraud prevention. For more information visit: <https://www.neustar.biz>