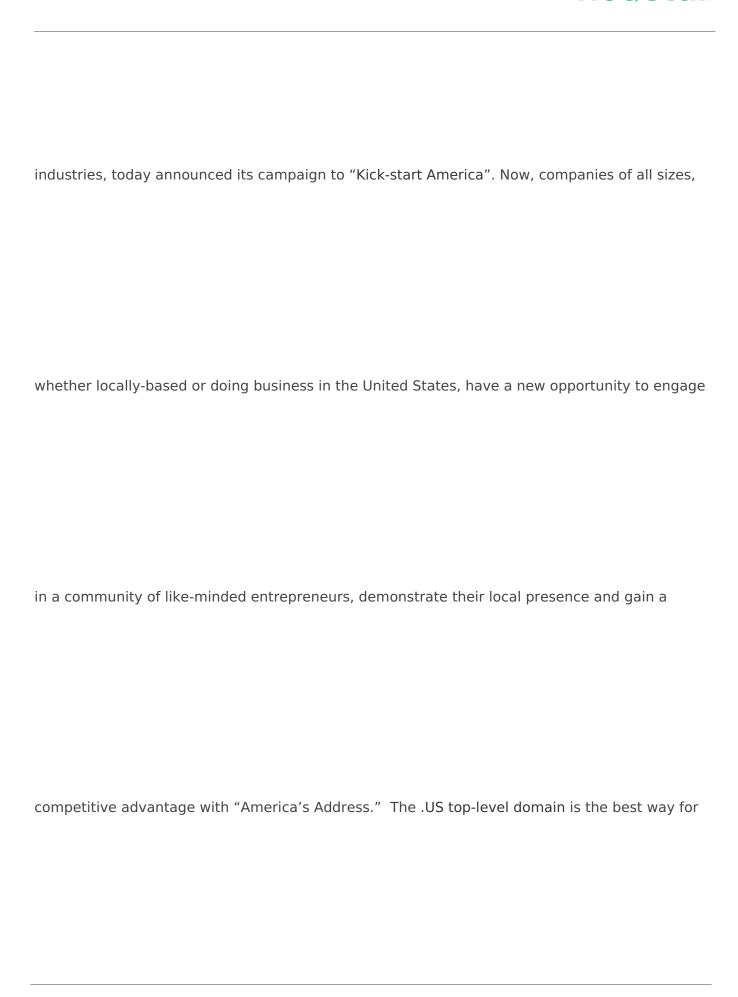


## Neustar Kick-starts .US Campaign Designed to Spark Small Business Innovation for Businesses in the United States



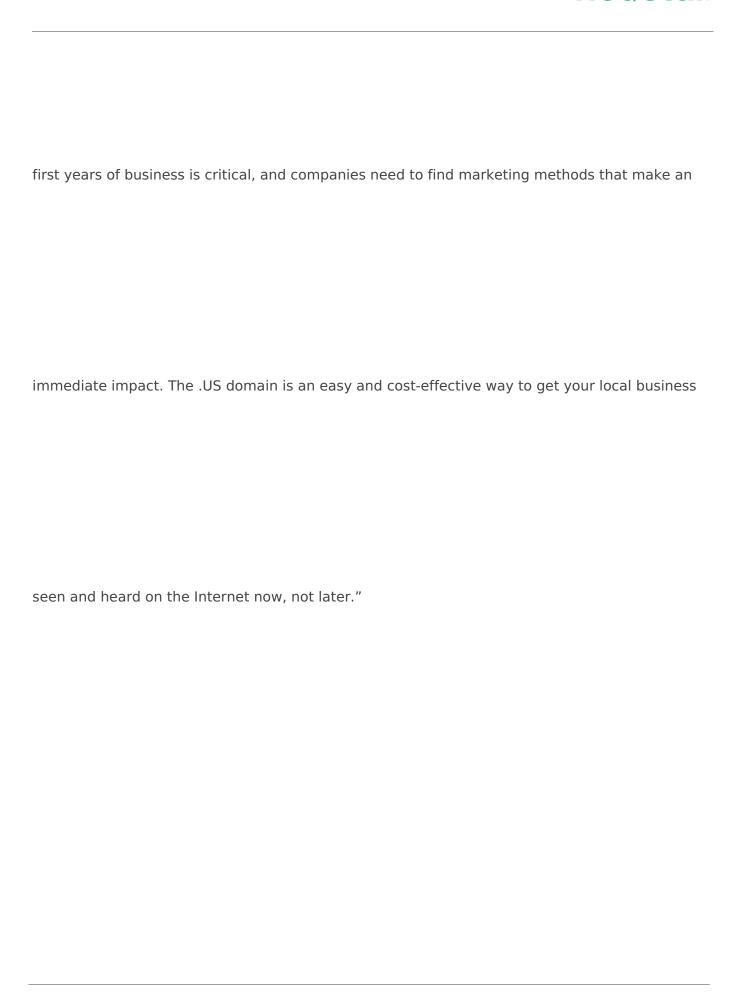




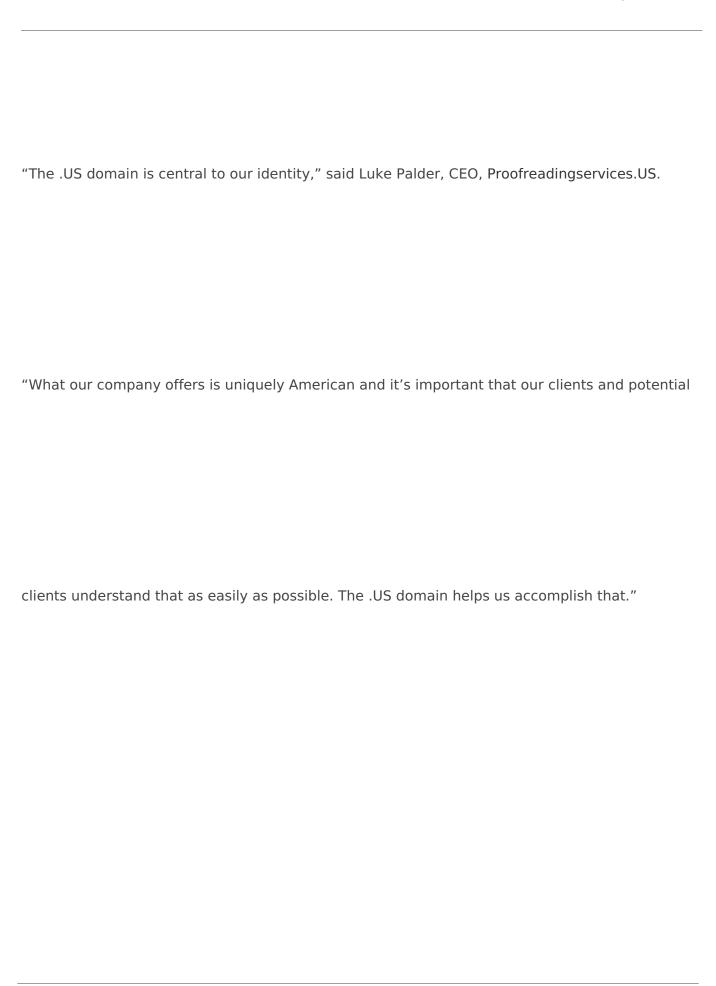


small businesses to get online – fast – in a way that proudly promotes their local presence.	
"Half of all small businesses fail within their first five years of operation," said Jeremy Carigg,	
regional director, the Small Business Assistance Center (SBAC.US). "Driving awareness in those	

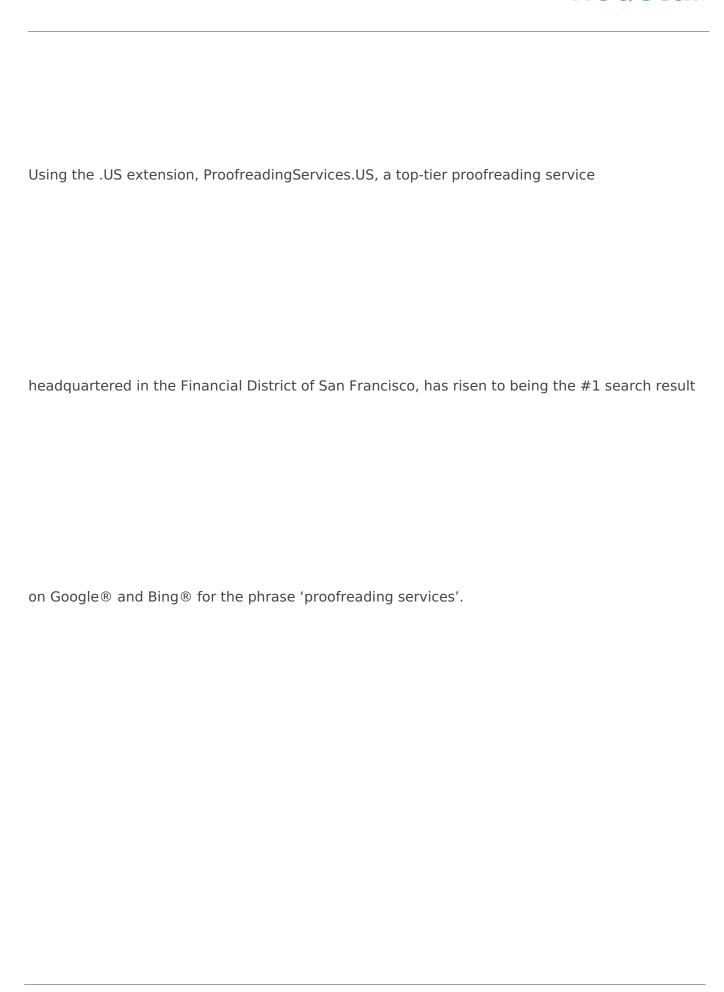




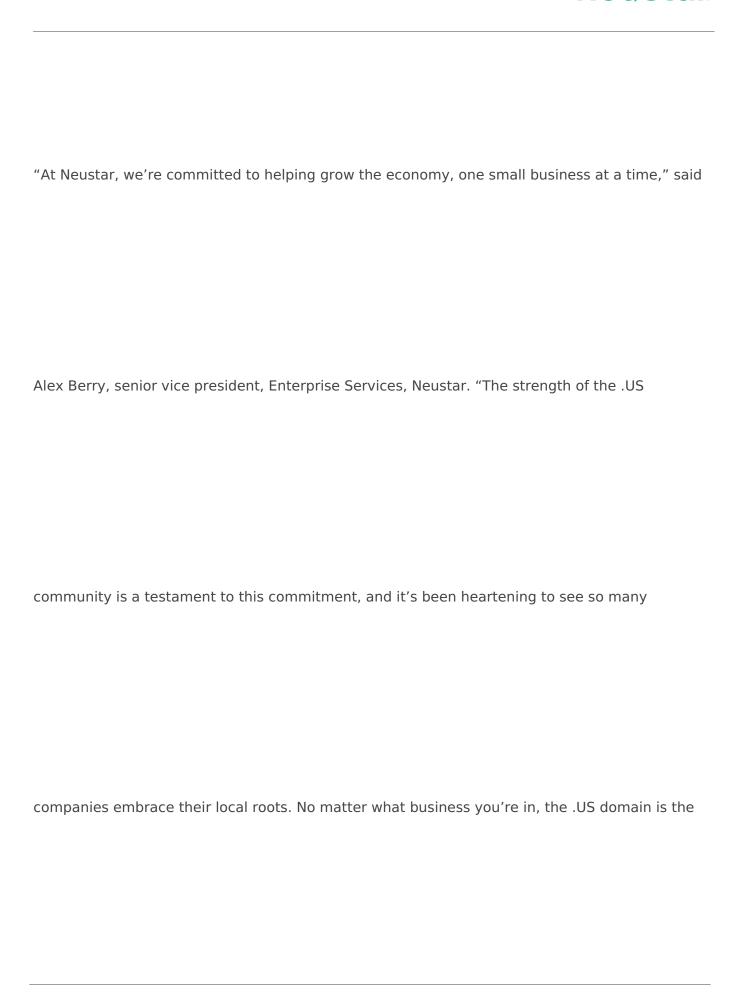


















one way we can ma	ake it easier to connec	t our small-busir	ness members wi	th their custome	rs."
.US ADVANTAGE	s:				



• Community – .US is more than just a domain – it's a growing movement.	. By registering
for a .US extension, companies send a message that they believe in the	power of local
business.	
Memorability – Companies have a better opportunity to get the name of	choice versus



traditional	options and they g	jet a powerful, (	easily recalled	domain name as	sociated with
a growing k	orand.				
• Searchabili	ty – Because seard	ch engines rank	websites with	.US extensions h	nigher in the
Ս.Տ., entrep	oreneurs have a po	owerful tool to I	nelp potential c	ustomers find th	eir sites.

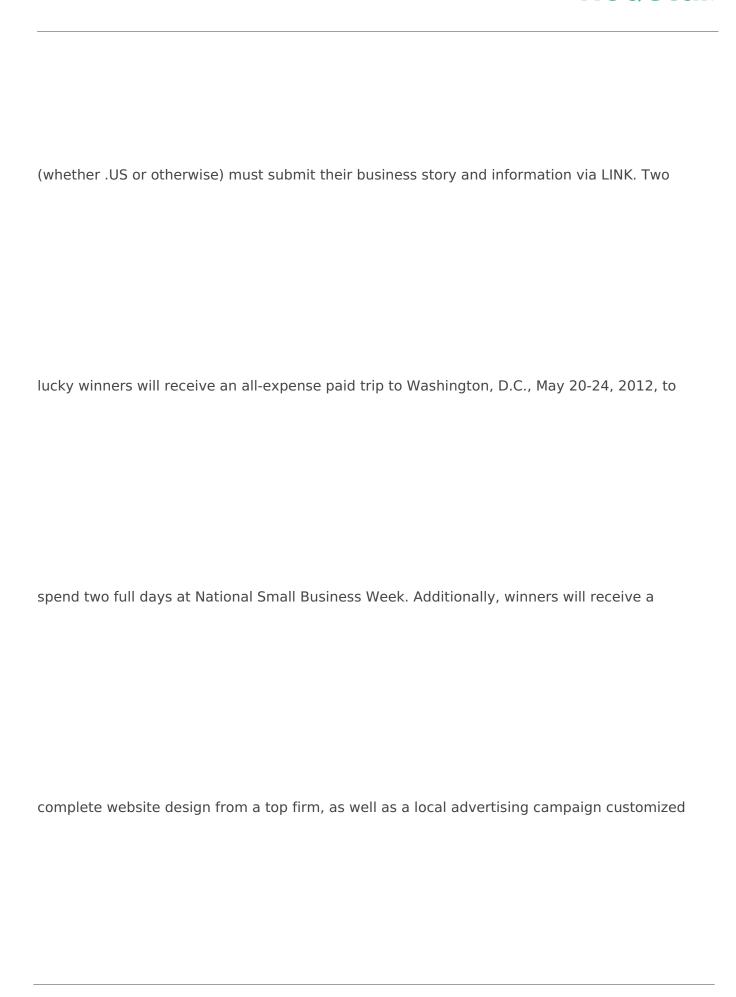


•	Discoverability – With .US, companies add a new dimension to their business or
	organization to let customers know they're out there.
•	Manageability – .US provides resources and tools to make putting up a website and
	promoting it easy.

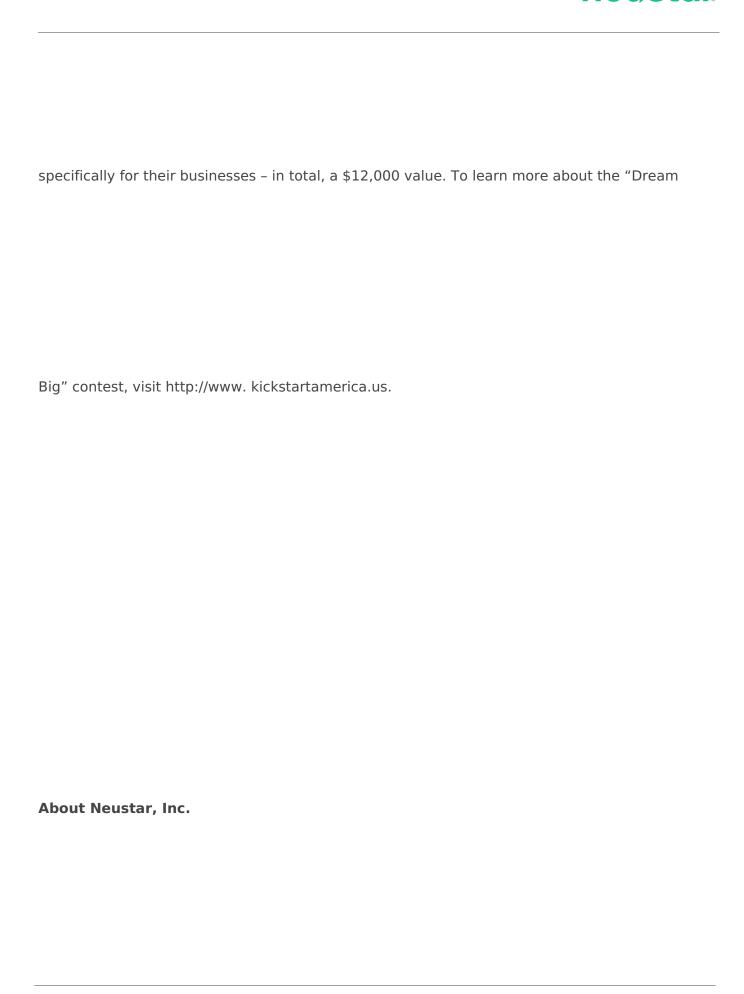


DREAM BIG CONTEST
Neustar is currently accepting submissions for its "Dream Big" (http://www.kickstartamerica.u
contest, a competition for companies to kick-start their online businesses. To enter, companie















and authentication to its customers' data to help them identify new revenue opportunities and
network efficiencies, and institute cybersecurity and fraud protection measures. More
information is available at www.neustar.biz.