

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

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STERLING, VA – Neustar, Inc. (NYSE: NSR) a trusted, neutral provider of real-time information

and analysis to the Internet, telecommunications, entertainment, advertising and marketing

industries, today announced its campaign to “Kick-start America”. Now, companies of all sizes,

whether locally-based or doing business in the United States, have a new opportunity to engage

in a community of like-minded entrepreneurs, demonstrate their local presence and gain a

competitive advantage with “America’s Address.” The .US top-level domain is the best way for

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

first years of business is critical, and companies need to find marketing methods that make an

immediate impact. The .US domain is an easy and cost-effective way to get your local business

seen and heard on the Internet now, not later.”

“The .US domain is central to our identity,” said Luke Palder, CEO, Proofreadingservices.US.

“What our company offers is uniquely American and it’s important that our clients and potential

clients understand that as easily as possible. The .US domain helps us accomplish that.”

Using the .US extension, ProofreadingServices.US, a top-tier proofreading service

headquartered in the Financial District of San Francisco, has risen to being the #1 search result

on Google® and Bing® for the phrase 'proofreading services'.

“At Neustar, we’re committed to helping grow the economy, one small business at a time,” said

Alex Berry, senior vice president, Enterprise Services, Neustar. “The strength of the .US

community is a testament to this commitment, and it’s been heartening to see so many

companies embrace their local roots. No matter what business you’re in, the .US domain is the

perfect way to show your company's true colors on the Internet."

"Having an accessible, online presence is a must for today's small businesses," said NSBA Vice

President of Public Affairs Molly Brogan. "Partnering with Neustar on the new .US campaign is



one way we can make it easier to connect our small-business members with their customers.”

**.US ADVANTAGES:**

- 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 get a powerful, easily recalled domain name associated with

a growing brand.

- Searchability - Because search engines rank websites with .US extensions higher in the

U.S., entrepreneurs have a powerful tool to help potential customers find their 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.us>)

contest, a competition for companies to kick-start their online businesses. To enter, companies

(whether .US or otherwise) must submit their business story and information via LINK. Two

lucky winners will receive an all-expense paid trip to Washington, D.C., May 20-24, 2012, to

spend two full days at National Small Business Week. Additionally, winners will receive a

complete website design from a top firm, as well as a local advertising campaign customized

specifically for their businesses - in total, a \$12,000 value. To learn more about the “Dream

Big” contest, visit <http://www.kickstartamerica.us>.

## **About Neustar, Inc.**

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to

the Internet, telecommunications, entertainment, advertising and marketing industries

throughout the world. Neustar applies its advanced, secure technologies in routing, addressing



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](http://www.neustar.biz).