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# New Yorkers Gain Access to One-of-a-Kind Digital Real Estate with First .nyc Premium Domain Name Auction

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*Auction Opens Access to Some of the City's Most Coveted .nyc Web Addresses*

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and the registry services partner of the .nyc top-level domain, today announced that the City of New York will launch the first official .nyc premium domain name auction at 2 p.m. EST on October 24, 2016. The online auction will run for three days and will officially close at 3 p.m. EST on October 27, 2016.

New Yorkers in the City's five boroughs will gain exclusive access to twenty premium domain names in the .nyc namespace. These valuable and rare premium domain names are associated with real estate, interior design, construction, gardening and home improvement. Only businesses, organizations and individuals with a physical address in the five boroughs are eligible to register these premium .nyc domain names, with some of the most sought-after web addresses being made available for the very first time – from apartments.nyc and brokers.nyc to realestate.nyc and garden.nyc.

When the City of New York broke ground on this unique type of digital real estate, it did so with the intention of making .nyc a digital destination where entrepreneurs, businesses and organizations could build a one-of-a-kind community and showcase their affiliation with New York City. Since the launch in October of 2014, .nyc has become the largest and fastest growing of all city-affiliated domains. The premiere of the premium domain auction marks yet another milestone in the City's internet stewardship. New York businesses and entrepreneurs can now connect their brand with New York's global influence by accessing valuable, one-word descriptive web addresses, which are exclusive to New York City.

In keeping with the City's desire to ensure equitable access to these sought after domain names, the .nyc auctions have been designed to maximize participation, affordability, and transparency. Unlike most premium domain name auctions, there will be no minimum reserve price. This means small businesses, startup founders, organizations and individuals from every borough can participate equally in the auction process, vying for the chance to secure these high-value domains with a starting bid price of only \$500.

"Whether you're a small business, an established brand, a nonprofit organization or just an individual with a

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bright idea, there's no better place to launch and build your new venture online than .nyc," said Jeff Merritt, Director of Innovation, City of New York. "With the release of these new premium domains, New Yorkers across the five boroughs will all have the opportunity to own and develop a piece of the City's most valuable digital real estate."

"We are excited to be launching the first .nyc domain name auction, giving all New Yorkers the chance to secure one of twenty rare and highly coveted premium web addresses. They are especially valuable because of their category-defining keyword relevance, their power to draw global traffic through search engine visibility, and their ability to connect the registrant to New York City, the world's strongest and most prestigious city brand," said Sean Kaine, Vice President of Registry Services, Neustar.

The following premium domain names will be made available at auction:

Apartments.nyc	Brownstones.nyc	Brokers.nyc	Condos.nyc
CoOps.nyc	Homes.nyc	Living.nyc	Lofts.nyc
Realestate.nyc	Rentals.nyc	Studios.nyc	Construction.nyc
Furniture.nyc	Garden.nyc	Interiors.nyc	Kitchen.nyc
Lease.nyc	Renovation.nyc	Roommates.nyc	Sublet.nyc

In order to take part in the .nyc premium domain name auction, interested bidders should visit

<http://www.auctions.nyc/living> to learn more.

The .nyc domain auction will take place online and will begin at 2 p.m. EST on October 24, 2016. Bidders should register prior to that time and familiarize themselves with all the rules, restrictions and auction details. The auction will officially close at 3 p.m. EST on October 27, 2016.

## About .nyc

.nyc is the official web address for New York City. The .nyc top-level domain (TLD) has become the largest and fastest-growing city domain in the world, adopted by New York City residents, entrepreneurs, businesses and organizations in more than two-dozen industries. The City of New York partners with [Neustar](#), the official registry services provider for .nyc, to manage, market, and maintain the .nyc namespace.

## About Neustar

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Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.