

## Urban Outfitters Entrusts NeuStar with Web Performance Monitoring Services

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NeuStar announced that Urban Outfitters, an innovative specialty retail company, will utilize

NeuStar's Webmetrics services to provide performance monitoring for some of their online

brands, including Free People ([www.freepeople.com](http://www.freepeople.com)). Urban Outfitters has been ranked by

Internet Retailer magazine as one of the largest 500 e-retailers (in terms of Web sales volume)

in the United States. Through its online presence, Urban Outfitters aims to translate its unique

"lifestyle boutique" approach to the Web and NeuStar's Webmetrics monitoring data and

network alerts will help Urban Outfitters create a positive online experience for its savvy,

cosmopolitan customer base. With NeuStar's Webmetrics website monitoring service, Urban

Outfitters will be better equipped to identify, diagnose, and remedy problems before they result

in downtime and lost revenues.