
UrbanBrain Inc. Selects Neustar to Provide Registry Services for the .SiTE Top Level Domain

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Tokyo based UrbanBrain Incorporated, an Internet registry services consultancy, has selected Neustar, Inc. (NYSE: NSR), a leading domain name registry services provider, to provide the backend technology required to support the .SiTE (.site) generic Top-Level Domain (gTLD). "Neustar is very excited to be the technology solution provider for .SiTE and to be partnered with UrbanBrain. UrbanBrain and Neustar are committed to providing users with a safe and secure TLD, and we are confident that Internet users around the globe will find .SiTE an attractive choice for their online identities," said Tim Switzer, Vice President of Neustar Registry Services. SiTE is intended for worldwide Internet users and is aimed at becoming the natural choice for users and businesses looking to expand their global online presence. UrbanBrain is preparing its application to manage the .SiTE gTLD according to the program rules developed by the Internet Corporation of Assigned Names and Numbers (ICANN). The application period is expected to begin in mid 2011, and .SiTE should be operational in 2012