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NeuStar Launches Korean Language Domain Names in .BIZ TLD

STERLING, Va., August 23, 2007 – NeuStar, Inc. (NYSE: NSR) announced today that it has deployed internationalized domain names (IDNs) for the Korean language in the .BIZ top-level Internet domain as of August 19, 2007. IDNs in .BIZ enable companies and for-profit organizations worldwide to register domain names in their languages of choice using Unicode characters that are not available in ASCII.

Today, NeuStar is capable of registering .BIZ IDNs in Korean, Chinese, Danish, German, Icelandic, Japanese, Norwegian, Spanish, and Swedish.

“With Korean .BIZ IDNs, NeuStar is continuing its tradition of bringing another unique language set to a very Web-savvy audience in Eastern Asia,” said Richard Tindal, vice president of domain name services at NeuStar. “Both consumers and businesses within the Asia-Pacific marketplace continue to express a strong preference for localized e-commerce experiences, and .BIZ is the first global business domain to implement IDNs in a customer-friendly manner that fully respects the linguistic culture of Korea.”

All IDN names in .BIZ can be registered in one- to 10-year increments, and are available on a "first come, first served" basis from accredited .BIZ registrars. IDNs in .BIZ work in all major Web browsers including Internet Explorer 7, Firefox and Safari.

NeuStar's Korean .BIZ IDN offering helps local businesses protect intellectual property rights and brand consistency. Further, NeuStar's solution reinforces the company's commitment to adhere to the recommendations put forth by the Internet Corporation for Assigned Names and Numbers (ICANN) and the NIDA (National Internet Development Agency of Korea).

NeuStar was awarded the contract to administer the .BIZ registry by the Internet Corporation for Assigned Names and Numbers (ICANN) in May 2001.

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About NeuStar

NeuStar (NYSE: NSR) is a provider of clearinghouse and directory services to the global communications and Internet industry. Visit NeuStar online at www.NeuStar.biz.