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NeuLevel® Introduces Chinese Language Internationalized Domain Names (IDNs) In China's .CN Domain

Service Is Latest Value-Added Offering From Trusted, Neutral Registry Operator; Makes Internet More Useful To Chinese Speakers

WASHINGTON, D.C., January 18, 2005 – NeuLevel, the administrator of the .BIZ Internet domain and the operator of the worldwide registry gateway for China's .CN domain, announced that as of 1500 GMT on January 17, 2005, it has made Chinese Internationalized Domain Names (IDNs) available in .CN. No major technical or operational issues were encountered during the launch.

IDNs in the .CN domain allow Internet users worldwide to register domain names featuring Chinese characters. .CN IDNs represent the second of NeuLevel's "non-ASCII" character set offerings; IDNs in German script have been available in the .BIZ domain since October 2004.

"We are very pleased that Chinese .CN domain names are now available to the international market," said Mao Wei, Director General at the China Network Information Center (CNNIC). "Chinese is the most widely spoken language in the world."

"Chinese IDNs in the .CN domain are yet another example of NeuLevel's commitment to the global Internet community," commented Richard Tindal, vice president of registry services at NeuLevel. "IDNs are a new and increasingly effective way to reach native-speaking customers in a particular market."

As the worldwide registry gateway for .CN, NeuLevel works in partnership with CNNIC to administer all .CN domain name registrations that take place outside of China.

"For the convenience of our channel partners, all currently accredited .CN registrars are eligible to sell Chinese IDNs," said Tindal. "They can now sell IDNs as they would any normal .CN domain name—and registrants can begin claiming their Chinese IDNs right now." At 14.6% of the online language population, Chinese is second only to English (35.8%).

To register a Chinese IDN domain name within the .CN domain, potential registrants are encouraged to visit www.neulevel.cn to select a registrar.

About NeuLevel®

NeuLevel is a joint venture between NeuStar®, a leading provider of trusted information exchange services for the communications industry, and Melbourne IT®, a leading international domain name registrar. NeuLevel combines NeuStar's credentials and experience in managing large, mission-critical databases with the technically advanced domain name registration capabilities of Melbourne IT. NeuLevel was selected by the Internet Corporation for Assigned Names and Numbers (ICANN) to be the exclusive operator of the .BIZ Registry, the world's first top-level domain dedicated exclusively to business. NeuLevel is also the exclusive Registry Gateway Operator for .CN and .TW, the Chinese and Taiwanese domains, respectively. NeuStar operates the .US Registry—*America's Internet Address*®.

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