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**NEUSTAR LAUNCHES ADVANCED SEARCH ENGINE SUBMISSION
SERVICE**

*BIZ PromoteSM Provides Quick, Cost-Effective Way for Online Businesses To Generate
More Highly Qualified Web Site Traffic*

STERLING, Va., September 26, 2002...NeuStar, Inc. today announced the availability of BIZ PromoteSM, a search engine submission service designed to enhance the quantity and quality of traffic to corporate Web sites. BIZ Promote—now available at www.bizpromote.biz—aims to boost businesses to priority rankings on the Internet's most popular search engines and Web directories, including Google, Yahoo!, MSN, AOL, Lycos, AltaVista and LookSmart.

According to an August 2001 study by CyberAtlas Research, 24 percent of companies surveyed indicated that more than three-quarters of their Web site traffic came from search engine referrals. NeuStar asserts that BIZ Promote is critical for businesses seeking increased return on investment (ROI) from online sales. Further, the product is “top level domain-agnostic,” meaning it can be used by businesses in every Web domain (.biz, .us, .com, .net, etc.)

“Search engine marketing is an increasingly important yet complex process for companies to pursue,” said Eric Eden, director of product management at NeuStar. “By leveraging our in-depth knowledge of search engine submission and optimization techniques, we’re making it easy for businesses to improve the quantity and quality of their Web site traffic. Our BIZ Promote offering eliminates the hassle of do-it-yourself search engine submission, while ensuring up-to-date registration techniques that off-the-shelf software simply can’t provide,” he added.

— more —

NeuStar Launches BIZ Promote, ...Add One

BIZ Promote is available in three (3) packages, each with a varying degree of feature functionality:

- **BIZ Plus:** NeuStar will submit a company's Uniform Resource Locator (URL) on a monthly basis to more than 400 search engines and Web directories, including Google, Yahoo!, MSN, AOL, Lycos, AltaVista and LookSmart. Companies will receive monthly reports regarding submission activity.
- **BIZ Performance:** In addition to submitting a company's URL on a monthly basis, NeuStar will promote up to five (5) specific keywords and/or phrases to search engines and Web directories. These keywords may be generated by BIZ Promote, selected by the customer or a combination of both. Companies can access an online user interface for account management and self-service reporting. Further, they will receive monthly reports regarding submission activity, spidering history and referral totals by word and/or phrase.
- **BIZ Premium:** Companies receive the same benefits as with BIZ Performance; however, NeuStar will submit up to 20 keywords and/or phrases to search engines and Web directories.

For an additional fee, BIZ Promote customers who purchase *BIZ Performance* or *BIZ Premium* may enjoy paid inclusion for better, faster and more prominent placement on select search engines. Also available is an advanced Web-based ROI tracking module; this feature provides customers with reports that chart BIZ Promote's success in driving site traffic and sales.

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NeuStar Launches BIZ Promote,...Add Two

By launching the BIZ Promote service, NeuStar aims to become a one-stop shop for companies that want to promote their Web sites on the Internet. The company plans to continue updating BIZ Promote with options and features that will add value for domain name and Web site operators.

About NeuStar, Inc.

Based in Washington, D.C., NeuStar is a neutral third party provider of mission-critical services to telecommunications and Internet service providers around the world. NeuStar enables the interoperability and convergence of networks. NeuStar operates the authoritative registry of all North American telephone numbers and administers the database on which all North American carriers rely in routing billions of telephone calls daily. NeuStar also operates the .US registry ("America's Internet Address"). NeuLevel, NeuStar's subsidiary, operates the .BIZ registry, the world's first top-level domain dedicated exclusively to business. Since 1997, 5,000 telecommunications and service providers have relied upon NeuStar's services. Visit NeuStar online at www.neustar.us or www.neustar.biz.

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