



Press Release

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NEUSTAR SELECTS KIDSNET, INC. TO MANAGE CONTENT FOR THE KIDS.US INTERNET SPACE

JACKSONVILLE, FL -- March 3, 2004 -- Kidsnet, Inc. an Internet security company known for its Internet parental control products, announced today that it has been selected as the content manager for the kids.us domain space. Kidsnet was selected by Neustar, Inc., the administrator for the .US country-code top-level domain. The partnership will monitor content registered under the kids.us domain.

The kids.us domain was launched by NeuStar as a result of the "Dot Kids Implementation and Efficiency Act of 2002," otherwise known as the kids.us Act. President Bush signed a bill requiring that a domain be implemented to serve as a safe haven for Internet material that promotes positive experiences for children and their families.

"This is an exciting step forward for kids.us and I am confident that the kids.us network will continue to grow and provide more and more families with the means to protect their children from the dangers that lurk on the Internet, while opening up their world to the amazing resources that the Internet provides," said Congressman John Shimkus of Illinois. Congressman Shimkus and Congressman Edward Markey of Massachusetts were the House co-sponsors of the Dot Kids legislation.

NeuStar and Kidsnet have teamed to ensure that the Web sites children are experiencing online are safe and age appropriate. Kidsnet operates a parental control software system exclusively based on manual, human reviews by trained and certified Web site content specialists. It is the most thorough and effective method for screening online content, more reliable than the automated technology currently in use by blocking and filtering companies. Kidsnet's trained and certified Web content review specialists have reviewed over 193,000,000 URLs/Web pages making Kidsnet's database of safe Web sites the largest in the world.

“Now children can learn and discover the great possibilities of the Internet in a safe zone,” said Senator John Ensign, Nevada. “The child-friendly zones created by the DOT Kids Law help parents feel comfortable allowing their children to browse the Internet under the ‘kids.us’ subdomain. Similar to the children’s section of the library, kids can search and explore the Internet, free from material unsuitable for children 12 and under. Protecting children on the Internet has been a priority for me since I was first elected to Congress in 1995, and now parents can have control over their children’s Internet access.”

NeuStar's Director of Business Development, Melinda Clem stated, “NeuStar is extremely pleased to team with Kidsnet, who demonstrated a legacy of creating and refining technology and systems to keep the Web safe for children. Kidsnet’s reviewers, technologies, and experience in Web site content are a tremendous benefit and asset to the kids.us space. Selecting Kidsnet as the Content Manager will strengthen NeuStar’s ability to maintain the kids.us space in the safest manner possible.”

Kidsnet Chief Operating Officer Bob Dahlstrom stated, “We are dedicated to making the Internet a better place for children and families. Partnering with NeuStar aids Kidsnet in fulfilling our mission of providing the highest level of Internet content protection to children and families. Together with NeuStar we can proactively help parents, educators, and communities make kids.us a secure, enjoyable online experience.”

About Kidsnet, Inc.

Established in 1997, Kidsnet, Inc. has developed the world’s largest database of reviewed web pages. The Kidsnet database contains over 193,000,000 reviewed web pages and continues to grow. The patent-pending software is marketed to parents, educators, librarians, and businesses in the U.S. Web sites are rated by sex, nudity, language and violence on a scale of 1 to 5 and classified into 22 restrictive categories. Parents and educators can then decide the best level of access for their family of users. The Company utilizes the Internet Content Rating Association System (ICRA) standards and augments those with types of specific content parents are concerned about such as Alcohol Promotion and Weapons. The Kidsnet system is easily understandable to parents and children, and contains classifications similar to the ones in the entertainment industry. For more information, visit: <http://www.kidsnetinc.com>.

About NeuStar

NeuStar is built on a foundation of trust and neutrality established over years of securely and successfully managing critical registry and infrastructure services for the telecommunications and Internet industries. As the registry operator of .US, “America’s Internet Address”, NeuStar is responsible for developing, implementing and operating the kids.us Internet address, a child-friendly Internet space for kids under 13 to play, learn and surf on the Web. The kids.us Internet address is open to all consumers, businesses, educators, government agencies and organizations in the United States or with a U.S. presence to register Internet addresses and establish websites. Visit www.kids.us for more information and updates on the world’s first child-friendly Internet space and a directory of all Kids.us sites. For more information on NeuStar and its service, visit www.neustar.biz.

