

**FOR IMMEDIATE RELEASE**

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**NEUSTAR® OPENS SUNRISE REGISTRATION PERIOD FOR KIDS.US,  
THE FIRST DOMAIN JUST FOR CHILDREN**

*Trademark Holders Encouraged to File for Protection During 2-Month Period*

WASHINGTON, DC, June 17, 2003--- NeuStar, Inc. announced that beginning today, trademark holders wishing to protect their brands on the new kids.us domain, the world's first child-friendly Internet space, will have a two-month "sunrise period" within which to file. The deadline for all kids.us sunrise applications is 11:59 p.m. Eastern, Aug. 15.

The new kids.us domain will ensure that children under the age of 13 are kept safe as they 'play, learn, and surf' on the Web. During the sunrise period, owners of existing or pending trademarks and service marks registered with the U.S. Patent and Trademark Office as of Dec. 31, 2002 will be able to apply for corresponding kids.us Internet addresses through accredited channel partners. After the sunrise period closes, general registration will begin on Sept. 4 for all consumers, businesses, educators, government agencies, and organizations in the United States on a first-come, first-served basis.

"Given that kids.us will be the first domain in the history of the Internet established for the express use of children, we are encouraging trademark holders to take advantage of the early registration process to protect their intellectual property and brand identities before general registration begins," said Jeffrey J. Neuman, Esq., Director of Law and Policy, NeuStar.

Through its contract with the U.S. Department of Commerce National Telecommunications and Information Administration, NeuStar will use a combination of technology and human intervention to monitor kids.us Web sites to ensure that all content is suitable. This mandate stems from the Dot Kids Implementation and Efficiency Act of 2002, which established basic guidelines for content geared toward children under the age of 13.

**About kids.us**

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. Last year, with nearly unanimous support, the United States Congress passed and President George W. Bush signed into law the "Dot Kids Implementation and Efficiency Act of 2002." As the registry operator of .US, "America's Internet Address," NeuStar will develop, implement and operate the kids.us Internet address, a child-friendly Internet space for kids under 13 to play, learn, and surf on the Web. Launching in September 2003, the kids.us Internet address will be 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](http://www.kids.us) for more information and updates on the world's first child-friendly Internet space. For more information on NeuStar and its services, visit [www.neustar.biz](http://www.neustar.biz).