

FOR IMMEDIATE RELEASE

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## NeuStar® Finalizes Plans to Launch kids.us

*First Ever Internet Space for Children to "Play, Learn, and Surf"  
Coming Early September 2003*

**Washington, DC, May 13, 2003** - NeuStar, Inc., today announced that it has finalized plans to launch kids.us, the first-of-its-kind, child-friendly Internet space for kids under 13. Coming early this September, kids.us will feature advanced technical, policy and operational mechanisms that will keep young people informed, entertained and protected online.

On December 4, 2002, President George W. Bush signed into law the "Dot Kids Implementation and Efficiency Act," enabling NeuStar, through its contract with the U.S. Department of Commerce National Telecommunications and Information Administration, to implement and operate the kids.us Internet address. The kids.us Act establishes basic guidelines for content geared toward children under 13. NeuStar will use a combination of technology and human intervention to monitor kids.us websites to ensure that the content in kids.us is suitable for children as they "play, learn and surf" on the Web.

"We are very excited about the groundbreaking opportunity to manage the world's first trusted online forum for children under 13," said Jeffrey E. Ganek, Chairman and CEO of NeuStar. "NeuStar is looking forward to providing a trusted space for parents, educators and children to make the Internet a fun and educational experience for the youth of America."

The rollout of kids.us will begin with a Sunrise period, June 17-August 15, 2003. NeuStar encourages all organizations wishing to protect their trademarks or service marks in kids.us to visit [www.kids.us](http://www.kids.us) to learn more about the Sunrise process. General registration in kids.us is slated to begin September 4, 2003, and will be open to all consumers, businesses, educators, government agencies and organizations in the United States on a "first come, first-served" basis. A launch schedule, comprehensive policies and procedures, and a list of accredited registrars (the retail channel) for kids.us will be available soon.

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Page Two  
NeuStar, Inc.

Public announcements will be made and frequent updates will be posted to [www.kids.us](http://www.kids.us) regarding the upcoming rollout of kids.us.

**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).

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