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**NEUSTAR® OPENS PUBLIC REGISTRATION FOR KIDS.US,
SMITHSONIAN FIRST TO ADD CONTENT**

New User Directory Simplifies Online Search for kids.us Websites

WASHINGTON, DC, September 09, 2003--- NeuStar, Inc. announces the opening of a kids.us directory designed to simplify online searches in the new kids.us domain. The new kids.us directory, which went online Monday, both enhances and eases the user's experience by categorizing areas of interest for children and listing content links for direct access to kids.us websites.

"I am very excited about the launch of this new tool for parents. Protecting children on the Internet is a top priority for me and a number of other legislators," said Rep. John Shimkus (R-IL), co-sponsor with Rep. Edward Markey (D-MA), of the Dot Kids Implementation and Efficiency Act of 2002. "Kids.us has the potential to be a fun and educational place for children where they gain the benefits of the Internet in a safe environment."

General registration for the kids.us web address began last week for all consumers, businesses, educators, government agencies, and organizations in the United States on a first-come, first-served basis. The new kids.us domain aims to ensure that all content accessed is appropriate for children under the age of 13.

The first organization to activate content in kids.us is the Smithsonian Center for Education and Museum Studies (SCEMS). "As the Smithsonian's central education office, we are pleased to kick off a campaign that will enrich the online learning experiences of children across the country," said Stephanie Norby, executive director of SCEMS. "This is a wonderful opportunity for us to share the treasures of the Smithsonian with a new generation."

"We are delighted to inaugurate the new domain with the brilliant and exciting content at <http://www.smithsonian.kids.us/>. It perfectly represents the rewarding and enriching online experience that should be available to children in their own protected space on the Internet, said Melinda Clem, Director of Business Development, NeuStar. "We will continue to work closely with content providers to facilitate the number of quality sites to build this unique online space where kids can play, learn, and surf."

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NeuStar, kids.us

Through its contract with the U.S. Department of Commerce National Telecommunications and Information Administration, NeuStar manages the kids.us domain for which it 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.

Public announcements will be made and frequent updates will be posted to www.kids.us, the new online kids playground.

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 developed, implemented and operates 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. For more information on NeuStar and its services, visit <http://www.neustar.biz/>.

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