NeuStar Registry Services

Seoul, Korea
September 11, 2008

Neutral clearinghouse services to global ISPs and the North American communications industry

Administrator of Number Portability databases in US, Canada, Taiwan and Brazil

Number Administration
- Country Code 1
- ETNS
- Common Short Codes (Mobile with CTIA)

Advanced Services
- DNS infrastructure
- ENUM
- Identity/content management
- Instant Messaging and presence services

Global and regional industry leaders for:
- ITU, IETF, ICANN GSMA, ETSI, OASIS, CTIA

NeuStar Corporate Profile

Established Presence

- Public company on NYSE (symbol: NSR)

- Headquarters in Sterling, Virginia USA

- Offices in USA, UK, Germany, Israel, Taiwan, Singapore, China, &Hong Kong

- Approximately 1,000 employees

- Revenue for 2007 fiscal year totaled $429.2 million (29% increase from $333 million in 2006) – profitable and clean balance sheet

NeuStar Corporate Profile - Continued

Broad Customer Base

- Over 200 Registrars

- 4,000 network operator customers worldwide

- Thousands of UltraDNS enterprise customers

NeuStar – Trusted to Bring Networks Together

Broad International Presence

- Business operations and offices in many countries around the world.

- Physical presence in the UK, Taiwan, Hong Kong, Singapore, Israel, Germany, and Italy.

- Our partners and customers span the globe, and we are increasingly expanding into new markets.

- Specifically, nearly half of our registry related business comes from customers outside the United States

We are wherever you need us to be — whenever you need us.

Current Registry Activities

- ICANN accredited registry operator for .biz with 2M domains under management

- Dept. of Commerce accredited registry operator for .us & .kids.us; managing over 1.4M domains with federal, state & local reserve names

- Provide back-end registry services for .travel and 4U.com; launching in Dec. 2008 is .tel

- Operates international registry gateway for .CN and .TW

- Operates private root for GSMA (wireless data roaming)

- Operates the XRI OpenID (i-names) global registry on behalf of Cordance and XDI.org

- Provides DNS infrastructure and services to thousands of customers worldwide (Amazon, Oracle, American Express, and TLDs)

Approximately 30 million domains managed on NeuStar's DNS platform

International Domain Name Leader

- Pioneer in globalizing the Internet for non-English speakers

- IDN registration for .BIZ expanded to 15 languages:

German	Swedish
Norwegian	Icelandic
Danish	Spanish
JapaneseChinese	
Korean	Portuguese
Polish	Lithuanian
Latvian	Hungarian
Finnish	

Meeting the demands of the global marketplace.

ULTRADNS

UltraDNS Global Network

Current Data Centers

- North America
    - Palo Alto, CA
    - San Jose, CA
    - Miami, FL
    - Chicago, IL
    - New York, NY
    - Dallas, TX
    - Ashburn, VA

- Europe
    - Luxembourg
    - London, UK

- Africa
    - Johannesburg, SA

- Asia
    - Beijing, China
    - Hong Kong
    - Noida, India
- Australia
    - Sydney

Planned Expansion
- Canada   - South America

Managed DNS Value Proposition

Reliability and Security

- Industry network availability guaranteed with SLA

- Protects essential enterprise intellectual property

- Highly resilient to DDoS attacks

- No single point of failure

Manageability and Performance

- Enhanced DNS manageability through multiple channels
    - Advanced web-based user interface
    - XML-based Application Programming Interface (API)
- Propagate DNS changes rapidly (i.e., in less than 5 minutes)
- Geographic and historical DNS query reporting

Cost Effective

- Protects and increases customer revenue
- Reduces operating costs
- Reduces capital expenditures
- SLA guarantees infrastructure

Managed DNS Service

No additional hardware, software, maintenance or training costs

Software	Proprietary non-BIND software
Service Guarantee	Includes SLA with 100% uptime network guarantee
Performance	Faster customer connections via routing to closest geographical server
Management Tools	Intuitive web-based GUI to centrally administer DNS settings using role-based security
Security	Protects from hacker attacks including DDoS Secured access to UltraDNS nodes and name servers
Scalability	Leverages its DNS infrastructure in 5 continents to scale globally
Support	24x7 proactive support

Webmetrics Overview
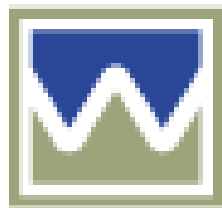
- Founded in 1999, Webmetrics is a leading provider of collaborative performance management services for complex web ecosystems.

- Webmetrics' website testing and monitoring services are used by companies and SaaS providers that want to ensure online performance, competitive advantage and a positive end-user experience.

- Webmetrics' GlobalWatch services test, monitor and measure the performance of websites, transactions, web services and streaming media to ensure 24/7 uptime and performance integrity.

- In January 2008, Webmetrics was acquired by NeuStar, Inc. (NYSE: NSR).

- The Webmetrics team has joined NeuStar Ultra Services, an established leader in the delivery of managed infrastructure solutions that powers over 20 million domains and thousands of global enterprises.

- NeuStar Ultra Services currently supports one of the largest distributed networks in the world, and answers billions of queries per day on behalf of its customers.

.BIZ AND .US RESEARCH RESULTS

Objectives of the research

- Main objective:

  – To measure consumers' and prospective consumers' attitudes and perceptions towards .biz and .us domains.

- Secondary objectives:

  – Gain knowledge about consumers' purchasing considerations and behaviors.

  – Understand how consumers evaluate .biz and .us domains to other relative domains.

  – Become more aware of how .biz and .us domains are being used by their respective owners.

  – To uncover potential barriers to purchase.

Methodology and Definitions

This analysis was based on two different surveys

- One survey was given to people who had purchased a .biz or a .us domain

- The other was for people who had not purchased a .biz or .us domain

.biz Purchasers (+/- 4.3%)

- Those respondents who have purchased a .biz domain

.us Purchasers (+/- 4.4%)

- Those respondents who have purchased a .us domain

Non-Purchaser Owners (+/- 4.0%)

- Those respondents who have not purchased a .biz or a .us domain in the past but who have purchased another domain (~80% are .com owners)

Non-Purchaser Prospects (+/- 4.8%)

- Those respondents who have not purchased any type of domain in the past, but are in the market to buy a domain.

(margin of error)

# Importance of Features Offered from Registrars for .us and .biz

NEUSTAR®

Website security, web-hosting abilities, and email hosting were agreed on by respondents in both tenure groups as the most important features offered by a registrar specifically for .us and .biz.
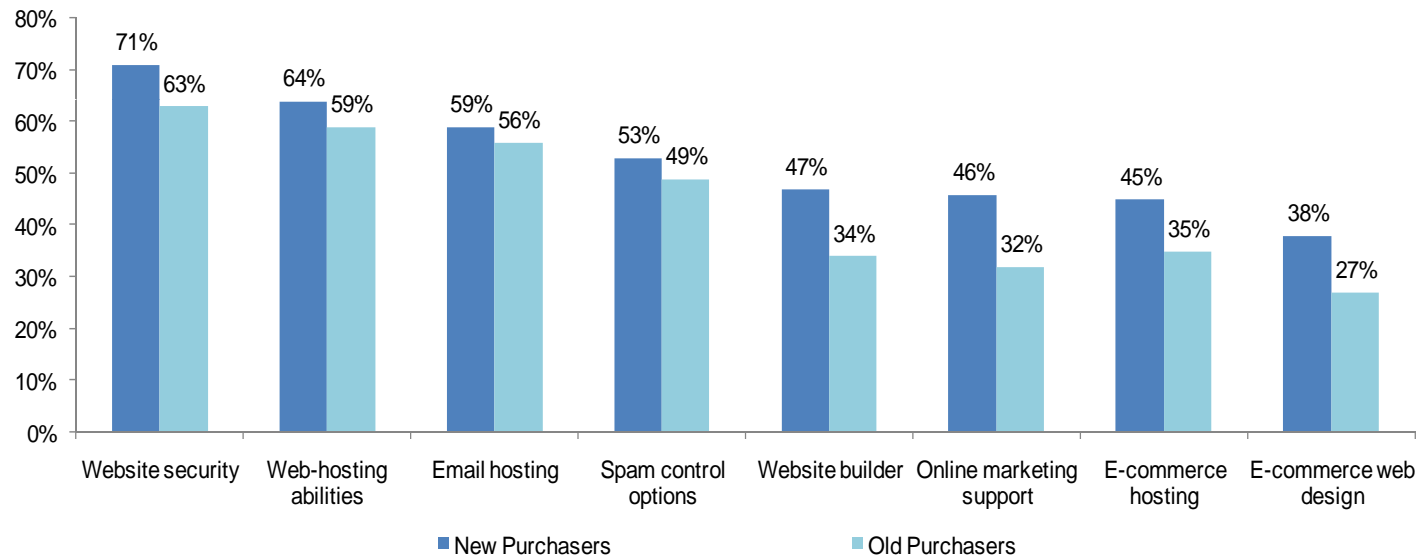
■ New Purchasers   ■ Old Purchasers

- Immediate up-sell opportunities to new customers as well as with ongoing campaigns. These campaigns will increase the usage of .biz and .us domains and will help sustain your subscription model year over year.

Likelihood of Continuing to Use their .biz and .us Domain

How Likely Are you to Continue Using your Domain?
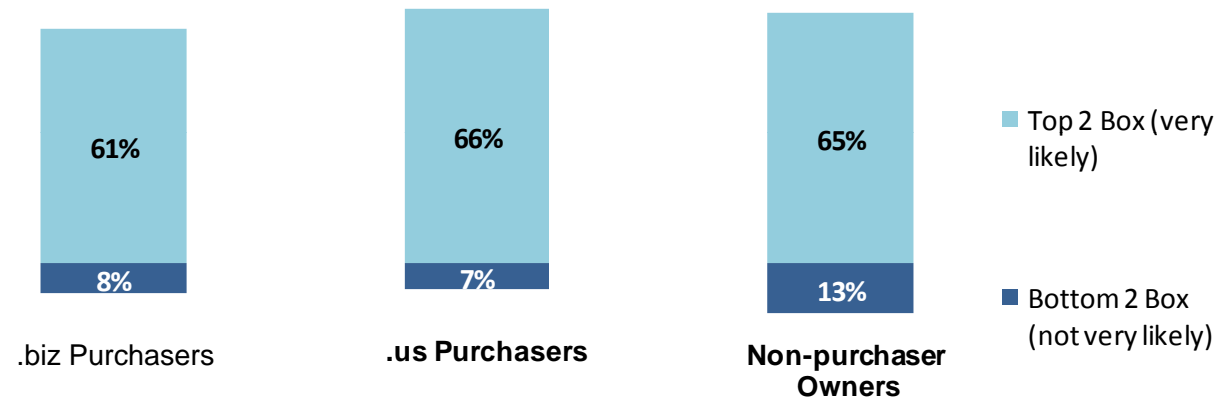
- The majority of all three of the purchaser groups stated that they would continue using their .biz and .us domains.

- Registrars have a fantastic opportunity to target within a solid base of .biz and .us customers with other products to increase tenure and usage.

Research Wrap Up

- This is a snapshot of the insightful data we are ready to share with you.

- In summary:

  - Immediate up-sell opportunities to new customers as well as with ongoing campaigns. These campaigns will increase the usage of .biz and .us domains and will help sustain your subscription model year over year.

  - Perceptions were very positive relative to the purchase process for .biz and .us domains. Research found that customers will purchase the domain provided a) the online process was easy and b) there was enough information as to "why" to purchase the domain.

  - However, .biz and .us customers had low perceptions with the customer support they received during the sales process.

  - The majority of all three of the purchaser groups stated that they would continue using their .biz and .us domains.

  - Registrars have a fantastic opportunity to target within a solid base of .biz and .us customers with other products to increase tenure and usage.

Conclusion

- ## Positioning Statements:

  - Purchase of a **.biz** domain provides you with control of an appropriate business image on the Internet and insures the URL associated with your brand name.

  - Purchase of a **.us** domain provides you with a selective URL that reflects the unique nature of your web presence and brand image.

- ## Follow Up:

  - NeuStar is committed to helping our partners succeed with the continued steady growth of .biz and .us.

  - Please get in touch with us to learn about all of our research findings, and to discuss how you can use this information to help grow your .biz and .us registration volumes.