NEWS RELEASE

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.ORG Becomes First Generic Top-Level Domain to Deploy Enhanced Domain Security Protocol (DNSSEC)

Brussels, Belgium… June 23, 2010…   .ORG, The Public Interest Registry (PIR) today announced that it has taken the final step to become the first generic top-level domain (gTLD) to offer full deployment of Domain Name System Security Extensions or DNSSEC.

"We are proud to take this next step in DNSSEC deployment and transform the vision of a safer internet into a reality," said Alexa Raad, CEO of .ORG, The Public Interest Registry. "The public's interest is at the core of our mission at .ORG– especially as Internet usage continues to grow exponentially. DNSSEC serves as tamperproof packaging for DNS by not only preventing identity theft as a result of "man-in-the-middle attacks", but also enabling innovation in applications that rely on DNS."

Raad made the comment during a news conference at an international meeting of the Internet Corporation for Assigned Names and Numbers (ICANN) in Brussels, Belgium.

"The fact that .ORG is the first generic top-level domain to rollout DNSSEC means that we have taken a significant step closer to a more secure Domain Name System," said Rod Beckstrom, President and CEO of ICANN. "It would be a mistake to think that DNSSEC is going to solve all the problems involved in cybersecurity, but it is no less a mistake to underestimate its importance in moving the Internet towards a more secure environment where online users can receive assurance that they've ended up at the web site to which they want to go."

.ORG is the third largest domain, and its acceptance of second level signed .ORG zones culminates an extensive two-year process in the domain's rollout of DNSSEC. Registrars can offer added security protection to their customers by enabling .ORG website owners to sign their respective domain name with DNSSEC validation keys.

"Registrants will benefit from the added ability to thwart certain specific types of cyber attacks," said Steve Crocker, Co-Chair of ICANN's DNSSEC Deployment Initiative. "It will help curb threats like cache poisoning, DNS redirection and domain hijacking – all of which have been used to distribute malware and commit fraud such as identity theft."

To see a video and/or audio recording of the .ORG/ICANN news conference in Brussels, go here: http://www.icann.org/en/press/.

To learn more about DNSSEC, go here:
http://www.pir.org/dnssec.
http://www.root-dnssec.org/
http://dnssec.net/
http://dnssec-deployment.org/

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About .ORG, The Public Interest Registry:

Trusted across all ages, backgrounds and nationalities, .ORG is where people turn to find credible information, get involved, fund causes and support advocacy. .ORG, The Public Interest Registry (PIR) empowers the global community to use the Internet more effectively and, concurrently, takes a leadership position among Internet stakeholders on policy and related issues. The .ORG domain is the Internet's third largest "generic" or non-country specific top-level domain with more than 8 million domain names registered worldwide. PIR is based in Reston, Virginia, USA. **For more information please visit: www.pir.org**

About ICANN:

To reach another person on the Internet you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. ICANN coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet. ICANN was formed in 1998. It is a not-for-profit public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers. ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet. **For more information please visit: www.icann.org.**