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**For Immediate Release**

**MORE AMERICANS PREFER .US to .COM FOR E-MAIL AND WEBSITES, ACCORDING TO HARRIS POLL**

***.US, America's Official Internet Address Launches Today; Millions of American Individuals and Businesses Expected to Sign Up***

**WASHINGTON, DC – April 24, 2002** – Harris Interactive Poll results released today show that more Americans are likely to choose the new .US Internet address over the more generic .com Internet address. The poll results indicate that as many as 68 million Americans would choose .US if given a choice between the two Internet naming conventions.

For the first time, U.S. individuals, businesses, organizations and government entities can obtain short, memorable e-mail and web addresses in .US, “the official Internet Address for the United States” (e.g. [john@smith.us](mailto:john@smith.us), [mycompany.us](http://mycompany.us), etc.). As a result, American individuals, businesses, and organizations are more likely to get the name they want in .US than in any other Internet address (e.g. “.com”).

.US addresses can be obtained on a first come, first served basis through thousands of authorized online retailers <http://www.about.us/>, beginning today.

“Our research shows that individuals and businesses want to have an American identity on-line,” said Robert Poulin, Senior Vice President, NeuStar, Inc. “And this is a unique opportunity for American individuals and businesses to get the Internet address they want for life.”

NeuStar was selected by the U.S. Department of Commerce to manage .US in October 2001. Individuals, businesses and organizations can now sign up by visiting **[www.about.us](http://www.about.us)**.

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**.US Launch, NeuStar Inc.**

**About NeuStar, Inc.**

Based in Washington DC, NeuStar operates the dot-US registry, “America’s Internet Address”. NeuLevel, NeuStar’s subsidiary, operates the .BIZ registry, the world’s first top-level domain dedicated exclusively to business. NeuStar also operates the registry of all North American telephone numbers and administers the directory, which all North American carriers rely upon to route billions of telephone calls daily. Over 5000 telecommunications and Internet service providers currently rely upon NeuStar’s services. Visit NeuStar online at [www.neustar.us](http://www.neustar.us).

**About Harris Interactive<sup>SM</sup>**

Harris Interactive is a worldwide market research and consulting firm, best known for *The Harris Poll* and its pioneering use of the Internet to conduct scientifically accurate market research. Strengthened by its recent merger with Total Research Corporation, the Company now combines the power of technology with international expertise in predictive, custom, strategic research. Headquartered in the United States, with offices in the United Kingdom, Japan and a global network of local market and opinion research firms, the Company conducts international research with fluency in multiple languages. For more information about Harris Interactive, visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

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