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FOR IMMEDIATE RELEASE

## **.US INTERNET ADDRESS POPULAR MOTHER'S DAY GIFT**

### ***Harris Interactive Survey Reveals 35 Million Americans Believe Customized .US Internet Address is Unique and Affordable Present***

WASHINGTON, DC - May 8, 2002 --- Increasing numbers of people are looking for interesting, useful and reasonably-priced presents to give to their moms this Mother's Day. Results from a Harris Poll released today reveal that more than 35 million American adults would be likely to buy a .US Internet address for a family member or friend for holidays such as Mother's Day, Father's Day, graduation, birthday or any other special occasion.

"A great many of the .US addresses we've registered since .US became available to the public on April 24 have been purchased as gifts," said Robert Poulin, Senior Vice President of NeuStar, Inc. "For a reasonable price, people can give family and friends short and memorable .US addresses that can be theirs for life."

Richard Santos of New York City is one of the thousands who purchased a .US address as a gift for Mother's Day 2002.

"My mother has been putting together our family archive," said Santos. "With her new .US web site, we now have a centralized and easy-to-remember place to learn about our family history."

NeuStar, Inc., the company selected by the U.S. Department of Commerce to manage .US, America's Internet Address, has registered nearly a quarter of a million names since the Internet address became available on April 24, 2002. To find out how to obtain a .US Internet address, visit [www.about.us](http://www.about.us)

**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 authoritative registry of all North American telephone numbers and administers the database, which all North American carriers rely upon to route billions of telephone calls daily. Over 4000 telecommunications and 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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