

**FOR IMMEDIATE RELEASE**

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**NEULEVEL® LAUNCHES NON-ENGLISH .BIZ DOMAIN NAMES GLOBALLY**

***German Character .Biz Domain Names to be Available for the First Time***

**Washington, DC, October 7, 2004** — NeuLevel, the operator of the secure, world-class .BIZ Registry, announced that it will begin offering international domain names (IDN) for the .BIZ Registry. The first non-English characters being introduced are in the German language. Registration opens on Tuesday, October 12, 2004 at 9:00 a.m. US EDT. (13:00 GMT)

Germany is the second largest market for .Biz registrations and this offering will enable the German speaking community to incorporate German characters ä, ö, and ü in their domain names, representing the first time non-English characters are introduced into the .BIZ registry.

“We’re excited to be able to offer the German-speaking community an opportunity to register domain names in their native language,” said Richard Tindal, NeuLevel Vice President Registry Services. “Germany represents the most logical market for the initial launch of IDNs.”

German .Biz domain names offer a unique opportunity for brands to enhance and expand market presence. .Biz domain names are particularly useful to those companies that have not been able to secure their desired domain name -- those that have existing, established brands striving to protect them, small and medium businesses seeking to differentiate themselves from other more cluttered and common Top Level Domain (TLD) spaces, and for those looking for valuable generic names.

.Biz is the first and only global top-level domain (gTLD) dedicated exclusively to meeting the

high-performance needs of the global business community. It is a true “online marketplace” in which businesses of every size, industry classification and geographic locale can compete, collaborate and communicate. Registration and usage of .BIZ, especially by small and medium businesses continues to grow rapidly, as these businesses find that their names are more readily available in the .BIZ space.

The IDN registration for .Biz is compliant with Internet Corporation for Assigned Names and Numbers’ (ICANN) IDN guidelines and The Internet Engineering Task Forces’ (IETF) approved Internationalizing Domain Names in Application (IDNA) punycode standard. The punycode standard controls the translation of encoded characters in domain names, such as German umlauts. Internet browsers that support punycode, such as Netscape, Mozilla, Opera and Firefox will also support the German .Biz domain names. As punycode adoption grows, broader resolution of German .Biz domain names will be possible.

Those interested in registering .Biz domain names should visit <http://www.neulevel.biz/idns/> for a full listing of registrars that will support German .biz domain names.

#### **About .Biz**

BIZ is the first and only global top-level domain (gTLD) that's "built for business." More than just a Web domain, .BIZ enables companies worldwide to enhance and extend their presence online as they position themselves to leverage the power of the Internet.

#### **About NeuLevel®, Inc.**

NeuLevel is a joint venture between NeuStar®, a leading provider of trusted information exchange services for the communications industry, and Melbourne IT, a leading international domain name registrar. NeuLevel combines NeuStar credentials and experience in managing large, mission-critical databases with technically advanced, domain name registration capabilities of Melbourne IT. NeuLevel was selected by the Internet Corporation for Assigned Names and Numbers (ICANN) to be the exclusive operator of the .BIZ Registry, the world’s first top-level domain dedicated exclusively to business. NeuLevel is also the exclusive Registry Gateway Operator for .CN and .TW, the Chinese and Taiwanese country domain names, respectively. NeuStar operates the .US registry—*America’s Internet Address*®.

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