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Forbes.com Chooses NeuStar's Ultra™ Internal DNS Service

Decision Reflects Trend Identified in Industry Report on the Need to Solve Growing Challenges in Managing Internal DNS/DHCP Environments

STERLING, Va., July 17, 2006 – NeuStar, Inc. (NYSE: NSR), a leading provider of essential communications services to the global communications and Internet industry, announced today that Forbes.com, a division of Forbes, Inc. and the #1 business site on the Web for executives, has selected its Ultra Internal Domain Name Systems (DNS) service, with an integrated Dynamic Host Configuration Protocol (DHCP), to improve the functionality, security and manageability of the Forbes.com internal network.

Forbes.com has been a customer of NeuStar's Ultra Services for superior external DNS management and performance to support its web-based operations since 2002. Now, through the addition of Ultra Internal DNS service, NeuStar has extended its capabilities behind the Forbes.com firewall, providing a comprehensive DNS/DHCP service that utilizes the same global network, technology, and management portal as the external service.

“We have been extremely satisfied with the performance we have realized with the Ultra Services for our external environment,” said Michael Smith, General Manager of Operations, Forbes.com. “We are delighted that NeuStar has been able to bring highly

secure and highly reliable service to our internal DNS environment, under a single, integrated managed solution.”

NeuStar is a global industry leader in providing managed DNS and other essential communications services. Through its thousands of enterprise, service provider, and top-level domain infrastructure customers (such as .info, .us, and .biz), NeuStar’s Ultra Services play a key role in directing and managing Internet traffic, enabling intelligent and secure control and distribution of that traffic, and ensuring security, scalability, and reliability of websites and e-mail.

This announcement coincides with the release of a new IDC Vendor Spotlight (available at: www.neustarultraservices.biz) sponsored by NeuStar Ultra Services that highlights the need for organizations to develop DNS/DHCP management strategies, and how the managed services approach is an attractive option. The document states that one of the most complex and challenging issues facing organizations is managing the DNS infrastructure inside their corporate firewalls. In a market traditionally addressed by software or hardware based solutions, NeuStar’s Ultra Services has launched a managed Internal DNS service that provides a comprehensive solution, coupled with 24/7 monitoring and support.

“DNS/DHCP solutions may not always be seen as a top-priority IT budget item, often competing for resources against other security, network management, and file services needs within the enterprise,” said Elisabeth Rainge, Director of IDC's Network and Service Management Research. “However, IT managers and CIOs must understand that the proper distribution and utilization of IP resources are the very foundation to establishing a reliable IP-centric network for the organization, and that dynamic change

management is critical to supporting corporate IT infrastructure in terms of availability and security.”

NeuStar’s Ultra Internal DNS service capitalizes on its Directory Services Platform, delivering highly secure and massively scalable DNS/DHCP data management. At the same time, NeuStar’s high-availability Directory Gateway appliances, deployed within the corporate network, provide local resolution for all end user requests. The service also enables cost savings and maximizes resource allocation because customers can control both their internal and external environments through a consolidated management interface, reducing the need for personnel expertise in multiple platforms.

“The Neustar Ultra Services approach has been very successful in delivering new levels of manageability, security, and performance to external DNS. This same value proposition also resonates strongly with customers struggling to implement strategies for improving their internal DNS environments,” said Ben Petro, NeuStar’s Senior Vice President, Ultra Services. “We are pleased to bring further value to our relationship with Forbes.com with this deployment of our Ultra Internal DNS service.”

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About NeuStar

NeuStar (NYSE: NSR) is a provider of essential clearinghouse services to the North American communications industry and Internet service providers around the world. Visit NeuStar online at www.neustar.biz.