



## **Sedo Teams with Neustar To Make One-Character .BIZ Domain Names Available For First Time Ever**

*Short, Memorable, and Extremely Rare Domain Names Represent an Unprecedented Branding Opportunity For Business Entities*

**CAMBRIDGE, Mass., August 31, 2009** – [Sedo](#), the leading online domain marketplace and monetization provider, announced today that it has teamed with Neustar, the global registry operator for the .BIZ Internet domain, to hold an exclusive auction for the entire available catalog of one-character .BIZ domain names beginning at 12:00 noon (EDT) on September 23, 2009 and ending at 11:59 a.m. (EDT) on September 30, 2009.

The availability of these domain names through Neustar and Sedo marks the first time that a generic top level domain (gTLD) registry has released all of its one-character names – and this has created an unprecedented opportunity for corporations, business owners and related associations. While some one character domains were previously assigned during Neustar’s request for proposals (RFP) process, interested parties will now have an opportunity to acquire one or more of 31 valuable domains through Sedo’s web-based auction.

Through the initial RFP process and the Sedo auction, Neustar will be releasing all 36 one-character .BIZ names, including the 26 letters in the Roman alphabet and digits 0 through 9. Domain names of this nature are highly valuable because they are short, memorable, and extremely rare. For example, only three one-character .com domain names exist, and few one-character domains have ever been sold publicly.

“These single-character .BIZ domain names offer an incredible branding opportunity to B2B organizations to build or extend their business on the Web,” said Jeremiah Johnston, chief operating officer at Sedo. “We are thrilled to work with Neustar to introduce such a rare and complete collection of premium domain names to businesses and members of the Sedo community.”

With more than two million domains currently registered, .BIZ is the first and only Internet domain designed exclusively to meet the needs of innovative, high-growth businesses of all sizes everywhere in the world. The one-character .BIZ domain names being auctioned not only offer a unique extension, but enable businesses to benefit from search traffic through optimization and promotion.

“Our release of all one-character .BIZ domains and the corresponding auction at Sedo provides businesses with a scope of online branding possibilities never before offered in the domain industry,” said Tim Switzer, vice president of domain name registry services

at Neustar. "The limited availability of one-character .BIZ assets make this auction an event with significant industry importance."

The complete list of one-character .BIZ domain names available for auction at Sedo can be found at [www.sedo.biz](http://www.sedo.biz).

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#### **About Sedo**

Sedo, an acronym for "Search Engine for Domain Offers," is the leading domain marketplace and monetization provider. Headquartered in Cambridge, Mass., Sedo has assembled the world's largest database of domain names for sale, with more than 15 million listings. The success of Sedo's model has attracted a global membership base of more than 900,000 domain professionals. Sedo is majority-owned by AdLINK Group (ISIN DE0005490155 / German WKN: 549015), which is part of the German United Internet AG (ISIN DE0005089031 / WKN 508903). Sedo offers regional versions of its site for the UK (Sedo.co.uk), France (Sedo.fr), Germany (Sedo.de), and Spain (Sedo.com). For additional information, please visit [www.sedo.com](http://www.sedo.com).

#### **About Neustar and Neustar Domain Registry Services**

Neustar (NYSE: NSR) provides market-leading and innovative services that enable trusted communication across networks, applications, and enterprises around the world. Neustar Domain Registry Services operates the global registry for .BIZ and .US; in addition, it provides back-end registry services for .tel and .travel, gateway services to country code top level domains, internationalized domain names (IDNs), and full registry services to new top level domains. Neustar's registry is connected to over 250 domain name registrars worldwide. For more information, visit [www.neustar.biz](http://www.neustar.biz) and [www.neustarregistry.com](http://www.neustarregistry.com).

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