



# America's Internet Address

### .BIZ overview

.BIZ is a powerful business tool that leverages the most advanced Internet infrastructure technology platforms available, giving businesses all around the world a new way to define themselves and to compete. .BIZ is designed specifically for the needs of companies small and large – secure, stable and dynamic to accommodate the needs of buyers and sellers alike.

With .BIZ, businesses can confidently move their mission-critical applications online. Built-in features provide greater security for sensitive data. Superior directory services enable customers to easily and quickly find companies. State-of-the-art platforms facilitate transactions. And a robust network without the extraneous "traffic" common in other TLDs allows for more efficient communications – anytime, anywhere.

#### Why .BIZ is better: security

Changing the details of your .BIZ address requires enhanced validation before modifications take effect — meaning there won't be any unauthorized alterations to your site. Your .BIZ name will never be "hijacked" and all changes will require your approval.

#### Why .BIZ is better: location

Unlike overly cluttered domains such as .COM and .NET, .BIZ brings new focus to the Web. Finally, a space exists where companies can "get down to business."

#### Why .BIZ is better: technology

A .BIZ domain name allows you to open for business immediately—often within minutes. Other domains require up to three business days before names are activated.

To learn more about .BIZ, log on to www.neulevel.biz.

## About NeuStar

Although you may not know NeuStar by name, it's likely that you benefit from its services and technology every time you pick up the phone. Originally an independent business unit of Lockheed Martin, NeuStar operates the telephone numbering Registry and routing Registry for virtually all of North America.

NeuStar has been selected time and time again by the industry in open competitive procurements to provide first-of-a-kind mission-critical services.