

Directional DNS Service

Geographical Traffic-Shaping Without the Hardware

Maximize the Benefits of Your Distributed Network

How can you make your existing infrastructure work even harder for your business? With Directional DNS. This traffic management solution allows you to send visitors to specific servers based on their geographic location. Why do this? Because with Directional DNS you can deliver geographically specific content and images to your end users, which improves site performance and the end-user experience. Intelligence at the DNS level makes this a reality—and it allows your network to function in its most effective capacity. Our Directional DNS service optimizes network performance and profitability by improving the speed, functionality, and reliability of your mission-critical Internet applications and web sites.

Higher Sales and Increased Profitability

Employing NeuStar's UltraDNS Directional DNS solution can help you generate more sales, which means increased revenue and profitability. How? When you deliver geographically specific content you're delivering more relevant content and/or more relevant options—and you enhance the end-user experience. You'll also help prevent site crashes by distributing the load(s).

How is Directional DNS Different?

Unlike most other solutions, which are expensive and require vast corporate networks that rely on a major Internet presence, our Directional DNS service is optimized to operate on our world-class, proprietary Directory Services Platform.

Our Directional DNS solution offers tangible advantages for enterprises that want to reap the benefits of a robust, comprehensive traffic-shaping solution without the burdens of a large, complex infrastructure. As a value-added component of our exclusive Managed DNS Service, Directional DNS is easy to deploy and use. Because it is a fully hosted solution that requires no hardware or special expertise, all you need is a web browser to put the full power, functionality, and intelligence of traffic distribution to work for your business today.

Customize Your Customer's First "Touchpoint"

With NeuStar UltraDNS Directional DNS service, you will be able to specify different DNS responses based on each end-user's geographic location.

This database-driven service allows you to choose specific DNS answers to be given for a record based on the geographic location of your end-users. The database used to determine this information is updated monthly and is over 99% accurate. This world-class traffic-shaping solution is perfect for enterprises that are dealing with mission-critical applications and need and/or want site visitors to see different and specific content depending on where they are in the world.

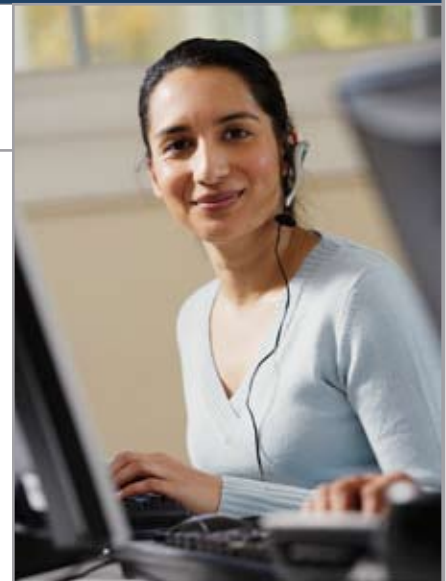
Here's an example of how it works:

Query: *What is the address of www.neustar.biz?*

Response: *50 United States
192.0.2.100*

*48 European Countries
192.0.2.200*

*All Other Locations
192.0.2.254*

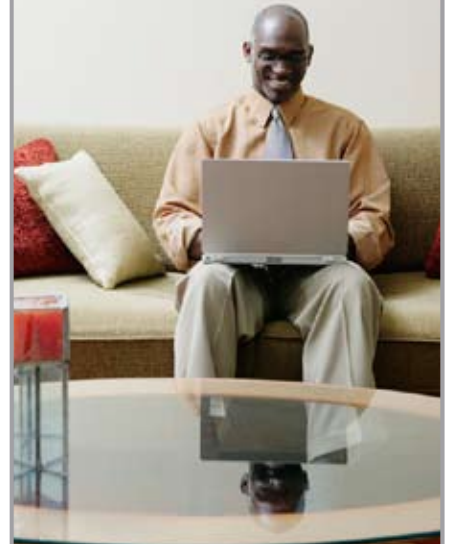


KEY BENEFITS OF Directional DNS

- Increased DNS infrastructure security
- Intelligent traffic distribution at the DNS level
- Node-based and Geo IP-based services
- Quick and seamless deployment
- Fully integrated with UltraDNS Managed DNS services
- Compelling ROI
- 24/7 monitoring and support

UltraDNS Directory Services Platform

The UltraDNS Directory Services Platform currently consists of a mesh of fifteen (15) globally synchronized DNS network nodes located on five (5) continents. NeuStar will be adding other geographically-dispersed network nodes in various countries throughout 2009.



About NeuStar and NeuStar UltraDNS Services

NeuStar, Inc. (NYSE: NSR) is a provider of clearinghouse and directory services to the global communications and Internet industry. Through its UltraDNS Services, NeuStar provides solutions to organizations that rely on the Internet Protocol (IP) for their critical business processes, applications, and communication services. NeuStar offers these solutions via one of the world's largest proprietary non-BIND Directory Services Platforms.

Providing integral Authoritative DNS services at the root level for top-level domain (TLD) registries and second-level domain (SLD) registrants, we have thousands of enterprise, service provider, and core infrastructure customers. NeuStar UltraDNS Services power the resolution of over 20 million domains around the world, and NeuStar is the only company of its kind that is actively involved at every level of the DNS tree.

For more information:

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