

## China Removes Barrier for International Business With .CN

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/PRNewswire/ -- For the first time, businesses around the globe are able to establish a China-facing Internet presence by registering a .CN domain name (www.company.cn) -- China's Internet address -- under a new open policy. .CN domain names will officially become available Sunday, March 16 at 11:00 p.m. By providing a locally recognized extension for entering the rapidly growing Chinese commercial Internet market, US and other businesses will be able to more effectively communicate and engage in commerce with the rapidly growing commercial and consumer markets in China. ".CN domain name registrations occur in real-time and are open to any organization," said Richard Tindal, vice president of Registry, NeuLevel. "There are no requirements for a presence in China, contacts in China, association with China or Chinese name servers. .CN is a completely new and open space, and one of the least restrictive registration processes in the world." Recognized as the largest online opportunity to date, China is experiencing exploding online demand, a growing economy and strong foreign investments. According to NetRatings, Inc., there are currently more than 56 million Internet users in China and that number is growing by more than 50 percent annually. Coupled with China's entrance into the World Trade Organization, international trade is expected to accelerate, with forecasts of the e-commerce market, currently valued at \$479 million to increase to \$20 billion by 2005. "With .CN already established in China as a 'household name', US businesses are being offered an unprecedented opportunity to experience an immediate impact in the China market," said Tindal. Building on an existing strategic relationship, NeuLevel, a majority-owned, joint venture of NeuStar, Inc., chosen by the China Internet Network Information Center (CNNIC) to be the exclusive .CN registry gateway outside of China, will accept .CN domain name registrations, a once highly restricted Internet domain name, through registrars. Together, NeuLevel and CNNIC are making .CN available to registrants outside of China for the first time in history. This initiative enables companies to participate in China's growing economy via the Internet, offering businesses everywhere an opportunity to approach Chinese businesses and consumers from a culturally relevant perspective. For more information, including a free copy of the ".CN Guide for International Business People", visit <http://www.getmy.cn>.

About NeuLevel NeuLevel, Inc., based in Sterling, VA, is a majority-owned subsidiary of NeuStar, Inc. and Australian-based MelbourneIT, Ltd. As a global Registry provider, NeuLevel delivers unrivaled security and reliability to Internet users around the world. Hundreds of thousands of international businesses, individuals, governmental bodies, and service providers rely on NeuLevel to engage in digital commerce on a daily basis. NeuLevel manages .BIZ, the world's first business-only space on the Internet. NeuLevel is also the exclusive .CN registry gateway for distribution channels located outside of China. For more information on NeuLevel's services, visit <http://www.neulevel.biz> or <http://www.neulevel.cn>.