

October 16, 2007

Diane Trice, Contracting Officer
Department of Commerce / NOAA
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Solicitation Number: NTIA9110712841

Dear Ms. Trice:

This letter responds to your communication of October 15, 2007 and elaborates NeuStar's commitment to marketing and materially improving the usage and value of the usTLD. We request that the following be incorporated as a revision to our original proposal as submitted on July 30, 2007.

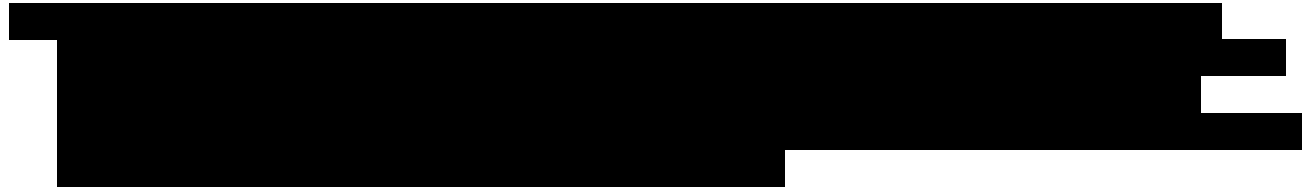
1. NeuStar is adding a new full-time marketing position that will be responsible for expansion of registrar channel development, advertising, and marketing. [REDACTED]

[REDACTED] The new position's responsibilities will include:

- Developing and executing a business and marketing plan for usTLD and kids.us
 - Designing and implementing targeted sales programs for Registrars
 - Managing marketing research and surveys
 - Managing the branding and messaging of usTLD
 - Overseeing the design and development of usTLD collateral and advertising/sales materials
 - Working with the Registrars to implement programs to build usTLD and kids.us
 - Identifying other value-added programs and services to help usTLD gain visibility, usage, and grow registration volumes
 - Developing, implementing, and managing the programs related to the reserve names and growing usTLD Directory and Zip codes.
2. NeuStar will put an emphasis on building the usTLD and kids.us brand to make them more visible, increase usage and the number of web sites, and accelerate registration volumes. To reach this goal, NeuStar is committing [REDACTED] to \$1,650,000 in 2008. We expect this spend to increase each year thereafter.

3. Included in the total usTLD marketing budget are the following activities:

- Marketing research and surveys
- Developing advertising and other collateral materials
- Sponsoring registrar and industry events
- Advertising usTLD in mainstream media such as online and print
- Running programs in partnership with well-known Charitable or Affinity Groups to continue to position usTLD (including kids.us) positively in the market
- Promoting and marketing usTLD Directory and Zip codes
- Promoting current .US web sites by creating and promoting a “Showcase of usTLD web sites”
- Working with partners to develop some of the usTLD reserve names into web sites and promoting these to the public
- Working with a partner or several partners and registrars to develop kids.us web sites and to increase the number of kids.us web sites



5. \$125,000 to \$150,000 is earmarked for an effort to secure a strategic relationship (or several partnerships) to help promote the visibility and usage of the usTLD with an emphasis on kids.us. NeuStar’s efforts will include exploring partnership opportunities with organizations [REDACTED].

If you need any additional information, please contact me immediately.

Sincerely,

Richard Tindal
Vice President, Registry Services
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