



VeriSign Enables Companies to Enhance Their Online Brands in Virtually Any Language Using Internationalized Domain Names

More than 40 Registrars Around the World Actively Offering VeriSign's IDNs – VeriSign Japan, GMO and PSI Japan Leading Advocates in Japan

TOKYO, January 16, 2003 – VeriSign, Inc. (Nasdaq: VRSN), the leading provider of digital trust services, today announced new services that allow non-English speaking Internet users around the world to navigate the Web and to send email in their language of choice. With strategic alliances with leading Japanese Internet companies – VeriSign Japan, GMO and PSI-Japan – VeriSign's Web-based Navigation and iNav™ plug-in services enable Japanese users to type a domain name of the Website they wish to visit in Japanese. Additionally, upon resolution, they will continue to see the domain name in Japanese, so they can recognize it and bookmark the site for future use.

More than 40 registrars around the world are actively selling Internationalized Domain Names (IDNs) – domain names using non-English characters – to help companies promote their brand names and reach customers in their local languages by registering native language domain names in .com and .net. IDNs can accommodate virtually all non-English scripts, and support 350 languages.

Web-based Navigation has been installed on VeriSign's 13 DNS server locations around the world, making Internet navigation in virtually any language available globally to every Internet user for .com and .net domains, anywhere in the world. The iNav plug-in software companion provides a complete multilingual experience for popular browser programs like Internet Explorer and email programs like Outlook and Outlook Express. i-Nav today supports not only .com, .net, and other international domain extensions, but also supports top-level domains like .kr, .jp, and is looking to support any ccTLDs and gTLDs in 2003.

“Companies have had to represent their brands using only English character domain names,” said Rusty Lewis, Executive Vice President, VeriSign Global Registry Services. “Working with leading Japanese Internet companies, we can break the English language hold on the Internet and give end users the ability to navigate the Web in Japanese and virtually any other language.”

Demand for IDNs in Japan reflects the robust Internet market. According to IDC, nearly half (approximately 49 percent) of the Japanese population is online, and this number is expected to grow to 80 percent by 2005. IDC also reports that Internet use is driven by the population's need for information. Almost two-thirds of users access the Internet everyday looking for news and information, and they demonstrate a preference for Web sites containing Japanese content.

2/2/2-- VeriSign Enables Companies to Enhance Their Online Brands in any Language Using Internationalized Domain Names

Through the immediate availability of IDNs, leading Japanese registrars including VeriSign Japan, GMO, and PSI Japan, are enabling the Japanese Internet user to reap the benefits and true value of the Internet, ultimately making the Web fully accessible to them.

“Businesses want to reach their customers and protect their brands in their own language,” said Ted Hashimoto, COO, VeriSign Japan. “IDNs meet those needs by offering local language choice, and present an exciting business opportunity in the domain name space. VeriSign Japan intends to collaborate with VeriSign Global Registry Services for popularizing IDNs in the Japanese market..”

According to GMO, IDNs present an important growth opportunity for the Internet. “GMO is proud to offer IDNs in the Japanese language. Many companies have been frustrated since their name did not translate well into English, and this confused potential customers,” said Masatoshi Kumagai, President and CEO, GMO. “IDNs now solve this problem, by making available local language domain names and navigation. We expect this to be a rapidly growing part of the domain name space, and encourage businesses and organizations to move quickly to secure their Japanese.com domain name.”

“We are excited about the impact that IDNs will have on the market,” said Duane Connelly, CEO, PSI Japan. “IDNs solve the problem of English-only navigation of the Internet, and consequently make the Internet truly global. Companies can now advertise in their own language, and local Internet users can navigate to sites with familiar names.”

The free iNav software can be easily installed with the click of a mouse. Upon installation all IDNs are resolved locally on the user machine. Users can install the iNav plug-in for free by visiting www.idnnow.com. VeriSign created the user-friendly site to educate users and support the adoption of IDNs. The site is translated into Arabic, Chinese, English, Greek, Hebrew, Japanese, Korean, and Russian to showcase the software and to help answer questions about IDNs. VeriSign is also working to translate the Web site into Brazilian Portuguese, French, Danish, Swedish, German and Spanish, by February 2003.

About GMO

Global Media Online was founded in 1991, and has over 430 employees. The company provides Internet infrastructure and advertising services.

About PSI Japan

PSI Japan was formed in 1981, and began sending translated data for clients in 1982. In 1997 the Web-Domains division was established, and became one of the first Generic Top Level Domain (gTLD) registrars. <http://www.psi-domains.com>

About VeriSign Japan

VeriSign Japan is subsidiary of VeriSign, Inc., the leading provider of digital trust services that enable everyone, everywhere to engage in commerce and communications with confidence. <http://www.verisign.co.jp>

About VeriSign, Inc.

VeriSign, Inc. is the leading provider of digital trust services that enable everyone, everywhere to engage in commerce and communications with confidence. VeriSign's digital trust services create a trusted environment through four core offerings—Web presence services, telecommunications services, security services and payment services—powered by a global infrastructure that

3/3/3-- VeriSign Enables Companies to Enhance Their Online Brands in Virtually Any Language Using Internationalized Domain Names

manages billions of network connections and transactions a day. Additional news and information about the company is available at www.verisign.com.

Statements in this announcement other than historical data and information constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements involve risks and uncertainties that could cause VeriSign's actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, among others: VeriSign's limited operating history under its current business structure; the risk that VeriSign and its acquired businesses will not be integrated successfully and unanticipated costs of such integration; uncertainty of future revenue and profitability and potential fluctuations in quarterly operating results; failure of the combined company to retain and hire key executives, technical personnel and other employees; failure of the combined company to manage its growth and the difficulty of successfully managing a larger, more geographically dispersed organization; failure of the combined company to successfully manage relationships with customers, suppliers and strategic customers; network outages, network capacity constraints or security breaches; failure of the combined company's customers to accept new services or to continue using the products and services of the combined company; and competition in the various markets serviced by the combined company. More information about potential factors that could affect the company's business and financial results is included in VeriSign's filings with the Securities and Exchange Commission, especially in the company's Annual Report on Form 10-K for the year ended December 31, 2001 and Quarterly Reports on Form 10-Q. VeriSign undertakes no obligation to update any of the forward-looking statements after the date of this press release. VeriSign is a registered trademark of VeriSign, Inc. Other names may be trademarks of their respective owners.

VeriSign is a registered trademark of VeriSign, Inc. Other names may be trademarks of their respective owners.

Contacts:

VeriSign Media Relations : Aparna Choudhari, achoudhari@appliedcom.com, +1-415-365-0222

VeriSign Investor Relations : Steven Gatoff, sgatoff@verisign.com, +1-650-426-4560

VeriSign Japan: Keiko Naoki, pr@verisign.co.jp, +81-3-3271-7029

VeriSign Japan Media Relations : Maki Komori, m-komori@prap.co.jp, +81-3-3486-6868

GMO Media Relations : Kanae Imada, kanae@gmo.jp, +81-3-5456-2555

PSI Japan Media Relations: Duane Connelly, duane@psi-japan.co.jp, +81-3-3234-6921