



## **VeriSign Helps Danish Companies Promote Their Brand Names and Reach Customers in Danish with Internationalized Domain Names**

### *Denmark's Ascio and Speednames are Leading Providers in Europe*

**DENMARK, January 15, 2003** - VeriSign, Inc. (Nasdaq: VRSN), the leading provider of digital trust services, today announced that Denmark's Ascio Technologies and Speednames A/S are actively selling Internationalized Domain Names (IDNs) to help companies promote their brand names and reach customers on the Internet in their local languages. IDNs are domain names represented by all non-English scripts supporting 350 languages. VeriSign Global Registry Services (VGRS) provides the infrastructure that supports more than 27 million domain names ending in .com and .net, including IDNs and extends its services equally to all registrars including Ascio Technologies and Speednames in Denmark.

VeriSign Global Registry Services also announced today a set of technology solutions that makes navigation using IDNs available to anyone from any place in the world.

"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 a leading Internet company like Ascio, we can break the English language hold on the Internet and give end users the ability to navigate the Web in any language."

Leading the sale of domain names in Europe are Denmark's Ascio Technologies ([www.ascio.com](http://www.ascio.com)) and its subsidiary Speednames A/S ([www.speednames.com](http://www.speednames.com)). Ascio enables telecom operators, Web hosting companies, Internet access providers, Internet portals and others to offer domain names to individuals and companies.

According to Ascio's president and CEO Mogens Nielsen, Ascio views IDNs as a key part of the future infrastructure of the Internet. "One day soon, most registries will support IDNs. The Web will then have taken a very important step towards being transnational, adapting to local needs while at the same time enjoying all the benefits associated with a global network," said Mogens Nielsen.

Speednames, the leading retailer of domain name registration and Internet solutions in Europe, considers IDNs an important service for its business customers who want to reach non-English speaking consumers. For example, Carlsberg, the Danish brewery, is a Speednames customer. People equate Carlsberg with beer in Denmark. Using the 'www.øl.com' address is an effective way to reach the Danish market.

"Carlsberg is one of the first companies to register and make use of an Internationalized Domain Name, and as a first-mover, they were able to register a high-value generic term like 'øl.' with Speednames, which means beer in Danish," said Marie-Louise Beck, Marketing coordinator, Speednames. "Carlsberg believes that having a Danish Web address is the most convenient way for local Danish companies to reach their customers."

## **2/2/2--VeriSign Helps Companies Promote Their Brand Names and Reach Customers in Any Language with Internationalized Domain Names**

VGRS today also unveiled its i-Nav™ plug-in and Web-based navigation services that enable navigation using IDNs. Users can type, in their own language, the address of the site they wish to visit and upon resolution, they will see the domain name in the browser address bar in the intended language, so they can bookmark the site for future use. For example, they will be able to register and use Danish domain names with characters such as æ ø å – as found in [www.domæne.com](http://www.domæne.com).

The free i-Nav 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 i-Nav plug-in for free by visiting [www.idnnow.com](http://www.idnnow.com). VeriSign created the user-friendly site to educate users and support the adoption of IDNs. The site is currently 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 and the i-Nav user agreement into Danish, Swedish, German, Spanish, French and Brazilian Portuguese.

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 i-Nav plug-in software companion provides a complete multilingual experience for popular browser programs like Internet Explorer. i-Nav today supports not only .com, .net, .org 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.

### **About Speednames**

Speednames was created in 1999 and today is one of the Europe's leading suppliers of advanced digital domain registrations and administration. At [www.Speednames.com](http://www.Speednames.com) customers can search, register, and administer their domain names, based on a range of more than 115 Top Level Domains. The domain service is provided in 9 different languages.

Speednames has a full service concept for business clients, answering the need for comprehensive guidance in domain registration and administration. Speednames' business can define a company's Internet strategy, as well as offer domain surveillance and registration, plus technical and legal guidance.

Speednames is a subsidiary of and 100 percent owned by Ascio Technologies Inc. Speednames' headquarters are in Copenhagen, and the company also has a sales office in Munich.

### **About Ascio Technologies, Inc.**

Ascio provides solutions and technology to enable telecom operators, web hosting companies, Internet access providers, Internet portals and other partners all over the world, to offer services in Digital Brand Services and Digital Identities to their individual and corporate customers.

We design, market, and support software products and related value-added services in Digital Brand Services (registration and management of domain names and related services) and the management of Digital Identity solutions. Its solutions enable its partners' customers to establish and manage their online presence themselves on a global basis.

### **3/3/3--VeriSign Helps Companies Promote Their Brand Names and Reach Customers in Virtually Any Language with Internationalized Domain Names**

#### **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 manages billions of network connections and transactions a day. Additional news and information about the company is available at [www.verisign.com](http://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.

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