



Press Release

McAfee Report Ranks .NU Websites Among Lowest Risk

McAfee's SiteAdvisor risk ranking software puts Websites using the .NU Top Level Domain overall among the lowest ranks for risk - lower than Switzerland's .CH and just above Sweden's .SE

MEDFIELD, MA, March 20, 2007 - Websites using the .NU top level domain are among the lowest risk to Web users on the Internet, according to data released last week in a report by McAfee's recently-acquired SiteAdvisor division.

“Although the report mostly reads like a scare-story to frighten users into downloading and using SiteAdvisor's software“ said J. William Semich, President and CEO of .NU Domain Ltd, “SiteAdvisor rated websites using the .NU domain as being among the lowest risk domains on the Internet for Web users.” McAfee published the 19-page report, titled “Mapping the Mal Web,” on its website on March 12.

The report uses data from SiteAdvisor's proprietary database to attempt to determine the risk to users of websites using 71 popular domain names, including .NU.

According to the report's complete list of results, there is just a .02% probability that a Web user will visit a .NU website which SiteAdvisor has ranked with a “red” or “yellow” level of risk - red signifying a site with a serious potential risk, and yellow merely signifying caution.

.NU domain's relative risk of just .02% places it among the least risky of all the domains tested by SiteAdvisor, - in the same risk category as websites using Austria's .AT domain; one step below Denmark's slightly more risky .DK or Switzerland's .CH, both, with a 0.3% risk level; and just one step above Sweden's .SE domain, which SiteAdvisor ranked with a .01% risk level.

With a risk of just .02%, Internet users face just one chance in 5,000 of visiting a .NU website ranked red or yellow by SiteAdvisor's tool, compared to an 86.6% risk of visiting a red or yellow .com sites (4,330 chances out of 5,000), a 6.13% risk of visiting a red or yellow.net site (307 chances out of 5,000) or a 2.07% risk of visiting a red or yellow .org site (104 chances out of 5,000) .

“To put the risk level in context,” said Semich, “the 1-in-5,000 risk of visiting a red- or yellow-rated .NU site has the same low probability of happening as the risk that the earth will be destroyed by a giant asteroid at some time in the next 100 years”ⁱ.

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About .NU Domain Ltd

.NU Domain Ltd, is a US-based private corporation located in Medfield, MA. .NU Domain is the leading commercial Top Level Domain Name Registry serving Northern Europe. It is also the only Top Level Domain in the world that can support the complete UNICODE international character set in live Web addresses without requiring the use of browser plug-ins or other changes to customer systems, using its unique patent-pending technology.

Besides its free blogging service for existing .nu customers at <http://www.blogga.nu>, .NU Domain Ltd also offers free domain name parking services for customers who need to lock in a domain name but have no immediate plans to use it, and, for a small annual fee, the .NU InstantWeb Service which provides a quick, five-page mini Web site with blog pages, or URL forwarding for your .NU domain name to a Yahoo, AOL or other personal Web site without a unique domain name, and .NU InstantMail Forwarding so AOL, Hotmail and other mail service users can have a unique .NU mail address. You can visit .NU Domain Ltd at <http://www.nunames.nu>.

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ⁱ <http://www.sdss.org/news/releases/20011108.asteroid.html>