Network**Solutions**®

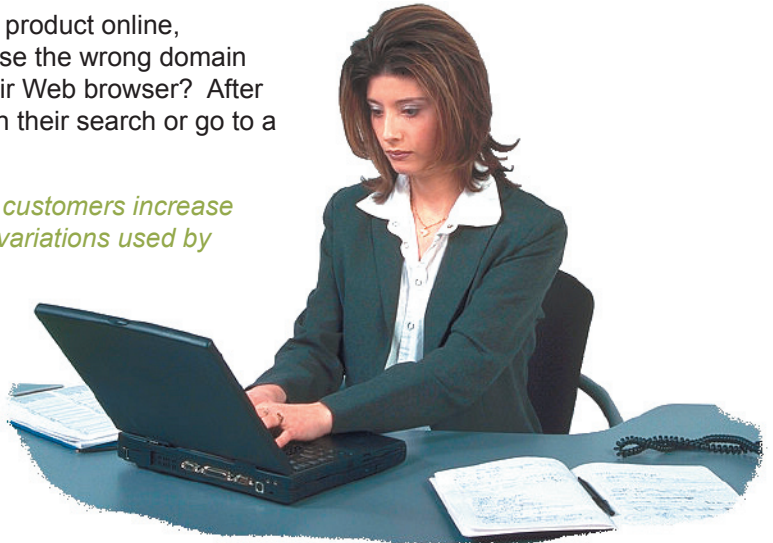# PRODUCT OVERVIEW

Uncover New Revenue Opportunities

Network Solutions® Web Forwarding with Optional Free Masking

How often do potential customers searching for a specific product online, misspell the product or company name, or inadvertently use the wrong domain extension (".com" vs. ".net") when they enter a URL in their Web browser? After one or two attempts, that potential customer may abandon their search or go to a competitor site, rather than continue their quest.

Network Solutions Partners can help their small business customers increase Web site traffic by capitalizing on common domain name variations used by potential online customers.

Or consider how many of your customers are going through some sort of reorganization such as a change of ownership or market repositioning. Companies positioning for change may need help preserving brand value on the Web with efforts that avoid the appearance of confusion, and provide a seamless online experience for clients and site visitors.

Network Solutions Partners can help customers positioning for change maintain the appearance of one brand by providing a way for clients to use one domain name to view multiple Web sites.

Network Solutions® Web Forwarding with Optional Free Masking

Network Solutions Web Forwarding with Masking service enables you to forward your customer's domain names to another page on the Web, with the option to conceal the destination URL. This service is easy to activate and use; yet has the power to help you and your customers:

- Increase Web Site Traffic

- Improve Profit Margins

- Preserve Brand Value

- Capture Qualified Leads

Network Solutions Web Forwarding with Masking service is intuitively integrated in the Partner Portal's domain name registration and management processes, making it easy for you to add the service to new and existing domain accounts. The service can be offered as a stand alone product or packaged with other Web-related services, and you are backed by a Partner Support team dedicated to ensuring that you are up and running and generating new revenues quickly.

Reseller Benefits

What's in it for Resellers?

Network Solutions Web Forwarding with Optional Free Masking service has the potential to stimulate new revenue growth for your business. Positioning this service as a "business solution" for customers will:

Encourage New Domain Sales Incorporate the sale of new domain names into business proposals designed to increase Web site traffic or pre-qualify online buyers.

Generate Incremental Revenue If you manage inactive Network Solutions domain names for customers, remind them of the benefits of forwarding these assets to their intended destination.

Improve Customer Retention Increase the renewal rate of your existing domain name accounts by demonstrating how this service can help control costs during growth or change.

Uncover New Opportunities Position this service as a way to uncover new business opportunities for larger Web or Internet-related projects.

How the Technology Works

Web Forwarding is a Web site application that enables you to forward customer domain names to another page on the Web. Masking is an optional feature of Web Forwarding and refers to whether the destination Web address or URL is concealed in the visitor's Web browser. For example, when masking is activated, the original Web address entered into the Web browser will remain visible, even if you are redirecting the visitor to another page on the Web.

If your customer's Web site is hosted at http://www.networksolutions.com/12345/YourSite/ index.html, your customer can choose to forward http://www.newdomain.com to this Web site. If you activate the masking feature, your customer's visitors will never see http://www.network solutions.com/12345/YourSite/index.html as a URL in their browser address bar. They will continue to see http://www.newdomain.com throughout their navigation.

So, whether you're redirecting many domain names to your customer's main Web site (masking deactivated) or forwarding a new domain name to a pre-existing Web site (masking activated), Web Forwarding with Masking provides a seamless browsing experience for site visitors.

Put Your Trust in Network Solutions

As a Network Solutions Partner, you receive the type of services and support that enable you to build loyal and profitable relationships with your customers. For more than a decade, Network Solutions has been the preferred domain provider for thousands of companies in the U.S. and abroad. Our scalable infrastructure, state-of-the-art Reseller tools and around-the-clock support make Network Solutions a provider businesses can grow with and trust.

In addition, Network Solutions understands that its future depends on the growth and continued success of its Partners. Our Partner Program is committed to giving you the right kind of tools, services and support that will maximize your Web-based revenues.

For more information on Network Solutions Web Forwarding with Optional Free Masking service, please contact premiersupport@networksolutions.com and ask about our volume discounts.