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## Online Shoppers Prefer the VeriSign Secured Seal, as Reported by TheFind

### Merchants Displaying the VeriSign Seal Have 18.5% Higher Click-Through Rate (CTR) on TheFind, the Largest Online Shopping Center

PALM DESERT, CA (Marketwire) - **eTail West, Booth #21** -- According to a study published by [VeriSign, Inc.](#) (NASDAQ: VRSN) today, merchants who display the VeriSign Secured® Seal have an average 18.5% higher click-through rate from shoppers on [TheFind](#). Visited by 17 million unique monthly shoppers, TheFind is an online shopping center that makes it easy to search for any product, in every store, all at once. Merchants who protect their online stores with VeriSign® Secure Sockets Layer (SSL) Certificates automatically receive an enhanced listing that features the globally trusted VeriSign seal.

"Our goal is to make it easy for people to be smarter shoppers by distilling relevant information about every product and every store into a single search," said Dave Cook, senior director of marketing at TheFind. "VeriSign's well recognized seal has given merchants -- particularly smaller stores -- a substantial and measurable lift in the traffic TheFind sends them."

In a recent survey of the traffic directed from TheFind.com to 65,535 different stores across the eCommerce spectrum from Jan 21 to 27, 2010, TheFind reported that shoppers were 18.5% more likely to visit a store displaying the VeriSign seal than competing stores displaying either a generic SSL Certificate or no certificate at all. TheFind, which sends traffic to 150,000 stores every month, indicated that the stores in this study are representative of most popular eCommerce categories and include every type of store from household name brands to one person operations.

By displaying relevant coupons, reviews, and store information alongside product pictures and listings, TheFind makes it easy for shoppers to make smart buying decisions, including choosing a store they can trust. In addition to the VeriSign seal for listings of retailers protected by VeriSign SSL, TheFind provides a range of information about merchants and their offerings -- both online and in nearby brick and mortar stores. This includes a listing of retailers offering that product. Listings include pictures, descriptions, prices, coupons available, shipping deals, return policies, payment methods, consumer ratings, social media links, and more. Clicking on the listing sends shoppers directly to the selected merchant's product page.

Although some listings on TheFind include a generic "SSL Encryption" tag, only those sites that encrypt their transactions with VeriSign SSL Certificates feature the VeriSign seal, recognized as the No. 1 trust mark on the Internet. The VeriSign seal is viewed more than 150 million times a day across more than 90,000 Web sites worldwide.

"Our survey confirmed that there is a lot of value to merchants in displaying the VeriSign seal," says Cook. "At the point where shoppers are ready to choose a store and likely ready to buy, the VeriSign seal helps merchants stand out."

"Consumers need to trust the merchants they buy from, and TheFind is making it easy for shoppers to quickly and confidently recognize those retailers who protect their online transactions with VeriSign SSL," said Tim Callan, vice president of product marketing at VeriSign. "TheFind's research shows that the VeriSign seal delivers a true advantage for all merchants, but the benefits are greatest for smaller stores that are always in search of ways to elevate their brand to compete with eCommerce leaders. At TheFind, consumers not only can locate what they want, but they can instantly identify where to shop with confidence. That's a win both for retailers and for the consumers they serve."

#### About VeriSign

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence. Additional news and information about the company is available at [www.verisign.com](http://www.verisign.com).

#### About TheFind

TheFind is the world's largest shopping center where more than 500,000 online and local stores can be found selling over 400 million products. Opened to shoppers in 2007 and profitable since late 2008, TheFind is growing quickly and already hosts more than 17 million unique monthly shoppers. TheFind, headquartered in Mountain View, Calif., has received multiple patents for its innovative shopping aggregation and search technology that combines an unsurpassed array of stores, products, coupons, reviews and other information relevant to all shoppers. Investors include Bain Capital Ventures, Lightspeed Venture Partners and Redpoint Ventures.

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, the uncertainty of future revenue and profitability and potential fluctuations in quarterly operating results due to such factors as the inability of VeriSign to successfully develop and market new products and services and customer acceptance of any new products or services, including VeriSign SSL Certificates; the possibility that VeriSign's announced new services may not result in additional customers, profits or revenues; and increased competition and pricing pressures. 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, including in the company's Annual Report on Form 10-K for the year ended December 31, 2008 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.

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