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VeriSign Partner Program to Offer VeriSign Trust Seal

Registrars, Hosting Companies, Shopping Cart Providers and Others Can Now Offer a VeriSign Product to More Web Sites Than Ever Before

MOUNTAIN VIEW, CA (Marketwire) - [VeriSign](#), Inc. (NASDAQ: VRSN), the trusted provider of Internet infrastructure services for the networked world, today announced that [VeriSign Partner Program](#) members can now offer the [VeriSign Trust™ Seal](#). Launched in February, the VeriSign Trust Seal is an extension of the world's most recognized online trust mark. The new seal is designed to increase confidence, traffic and transactions for sites that do not require SSL Certificates.

The VeriSign Trust Seal pairs the familiar VeriSign checkmark circle with the words "VeriSign Trusted," enabling businesses of any size to display a highly recognized visual element commonly seen on brand-name web sites. The new seal further builds trust by communicating to consumers that the site has been scanned daily for malware and that the site represents an actual business whose identity has been authenticated by VeriSign. The seal adds another VeriSign security and authentication solution to those already available through the company's wide range of partners and is an ideal choice for sites that outsource their shopping cart or payment functions to third-party providers, and for those that do not collect sensitive personal information.

By offering the VeriSign Trust Seal, VeriSign® Partner Program members can increase revenue and differentiate their solutions. Web site hosting companies, domain registrars, shopping cart providers, payment and merchant services and all existing VeriSign resellers now have another way to help their customers display an instantly recognizable and globally trusted mark that establishes trust with consumers.

"With the VeriSign Trust Seal, our partners now can bring the trusted VeriSign brand to a much broader marketplace, including content publishers, ad-supported web sites, small online businesses, and e-commerce sites whose shopping carts are managed by a third-party service," said Armando Dacal, vice president of channel marketing and strategy at VeriSign. "Now every web site whose success relies on a trusted relationship with consumers can display an extension of the most recognized trust mark on the Web."

The VeriSign Trust Seal helps drive traffic by serving up the most recognized trust mark on the Internet while helping web sites avoid search-engine blacklisting. Additionally, increased conversions result as consumers have a higher propensity to take action on sites that they trust, and they will come back to sites that protect them from malicious attacks or identity theft. For example, displaying a VeriSign Secured® Seal has helped drive Web traffic uplifts ranging from 10 percent to 34 percent, with an average traffic increase of 24 percent.

VeriSign Trust Seal customers can also benefit from VeriSign's integration with search engines such as TheFind. When a VeriSign Trust Seal customer appears in TheFind's search results, the VeriSign trust mark will appear alongside its listing -- giving those customers an edge over results lacking trust indicators. In fact, TheFind reports that Internet users who see the VeriSign seal click through to that site [18.5 percent more](#) often than those without the VeriSign seal.

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.

VeriSign, Trust Seal, registrars, shopping carts, fraud, phishing, e-commerce

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 Trust Seal; 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, 2009 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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