



May 28, 2010

The Home Decor Gift Shop, Binding Stuff and EnjoyCPR Celebrate National Small Business Week by Displaying the New VeriSign Trust Seal

VeriSign Offers Tips to Transition From Small Business to Big Sales

MOUNTAIN VIEW, CA (Marketwire) - [VeriSign, Inc.](#) (NASDAQ: VRSN), the trusted provider of Internet infrastructure for the networked world, today announced that merchants [Binding Stuff](#), [EnjoyCPR](#) and [The Home Décor Gift Shop](#) know the value of displaying the VeriSign Trust™ Seal to help build customer loyalty and trust. The VeriSign Trust Seal is a clear indicator that a web site has passed VeriSign's daily web site malware scan and rigorous authentication process. The VeriSign Trust Seal helps promote a safer Internet by identifying web sites that value and support consumer safety.

Binding Stuff, EnjoyCPR and The Home Décor Gift Shop also benefit from the VeriSign® Seal-in-Search™ feature of the VeriSign Trust™ Seal. Seal-in-Search allows enabled browsers and VeriSign partnered sites to instantly recognize trusted sites and display the VeriSign seal next to the search results. By leveraging the Internet's No. 1 trust mark, online merchants establish consumer confidence and credibility, which can lead to increased conversions or sales.

"The VeriSign Trust Seal makes our site stand out; the seal helps us show customers that we are a legitimate business with a safe web site," said Ken Wiessler, owner of Binding Stuff.

"As a small business we are always trying to increase our exposure and create brand awareness," said George Barnes, executive director of EnjoyCPR. "We benefit from the VeriSign Trust Seal in that it lets our visitors know we are a trusted business, ultimately helping to increase our sales."

"The VeriSign Trust Seal allows site visitors to easily recognize our legitimacy and authenticity as a business," said Paoula Annouza, owner of The Home Décor Gift Shop. "We are a trusted company and the VeriSign Trust Seal helps to promote that."

In the spirit of National Small Business Week, VeriSign offers the following tips to help small and early stage companies [grow their business](#):

- **Create more traffic on your site.** These tactics can range from the very simple, such as getting your business listed on free directories, to the latest creative channels, such as tweeting, blogging, publishing and creating multimedia on the Web -- something attention grabbing that has the potential to go viral.
- **Turn shoppers into customers.** You have to build trust with your audience; because you don't get the face time to build a rapport with them you have to visually display the legitimacy and authenticity of your business on your web site.
- **Build trust with shoppers.** There are multiple ways that you can build their trust. First, show them that there are real people behind the web site by providing an address, phone number, company history and introduce key members of your team. Make your site easy to navigate so that visitors can quickly find where they need to go. Be consistent; make sure your messaging is consistent across the web site. Lastly, protect your customer's personal information. From the homepage through the purchase path, you need to demonstrate that your site protects customer information from prying eyes.
- **Increase sales.** Make sure that you are maximizing every sales opportunity. Look at your products or services and see where you can sell more. You can do things like offer promotional deals and suggest additional relevant items or upgraded products that move the purchase from a simple transaction to a higher ticket price transaction.

"Ecommerce sites can benefit from the world's most recognized online trust mark by taking advantage of the VeriSign Trust Seal," said Jai Saxena, director of product management at VeriSign. "For less than twenty-five dollars a month, VeriSign Trust Seal customers benefit from a daily malware scan and the Seal-in-Search feature, which identifies their web site as a trusted site in search results, ultimately helping to increase traffic and conversion rates."

What does Internet trust mean to your business? VeriSign will be running a Twitter haiku contest through May 29th. For more information on the contest, visit the VeriSign blog at: <http://blogs.verisign.com/ecommerce/>. For complete contest terms and

conditions visit: <http://www.verisign.com/trust-seal-contest-terms/index.html>.

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 information about the company is available at 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, 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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