

# Smart Access

## VeriSign Simplifies Internet Navigation for Japan's 55 Million Mobile Internet Users

Japanese Partner J-Data Begins Sales of WebNum™ Shortcuts  
to Allow Users to Browse Internet Content Quickly and Easily

Mountain View, CA and Kyoto, Japan, December 11, 2001 VeriSign, Inc. (NASDAQ: VRSN), the leading provider of digital trust services, today announced an agreement with J-Data to enable mobile Internet users in Japan to navigate the Internet by entering short, memorable numbers into the keypad of mobile devices such as cellular phones and personal digital assistants (PDAs).

J-Data Co. Ltd. will serve as VeriSign's International Gateway Partner to promote VeriSign's WebNum™ services to Japan's 55 million mobile Internet users. VeriSign's WebNum services enable businesses to register one- to seven-digit numbers linked to their domain names. These "shortcuts" allow mobile users to reach Internet sites with speed and efficiency. For example, a user who wants to check airfares might type in "1-2-3" to reach an airline site rather than entering an alphanumeric domain name on a handset's keypad—an exercise that can often entail 50 or more keystrokes. Without WebNum, the user simply might not bother.

"We can make it even easier for people to access the Internet using mobile devices, and we believe VeriSign's WebNum service will drive usage of the mobile Internet in new ways," said Koji Sasaki, CEO of J-Data. "The mobile Internet market is already strong in Japan and poised to grow with new users and applications beyond the most popular one, which is messaging."

As part of the agreement, J-Data will immediately begin selling the full range of WebNum services to Japanese content providers. These services and features include: Local Logo Numbers (LLNs), which are numeric names or vanity numbers that act as localized domain names by resolving to Internet sites in Japan; Global Logo Numbers (GLNs), which can connect mobile users to any Web site globally; and Every Telephone Numbers (ETNs), which match individual phone numbers to the e-mail or Web address of the owner's choice to leverage present investments users have made in publicizing their telephone numbers to customers.

"More than 60 percent of Japan's population is currently subscribing to mobile phone service, and our goal is to improve the mobile Internet experience for these users," said Tim Griswold, managing director-WebNum Services, VeriSign. "Japan is a prime focus for our WebNum services, and we are pleased to offer in-country sales and support through our agreement with J-Data."

According to Forrester Research, more than half of all consumers in Japan use mobile phones. The research firm asserts that in Japan messaging is the top data application, ring tones and picture downloads come next, followed by news, weather, and sports information. Accessing specialty content and mobile commerce services is currently more difficult. VeriSign is aiming to resolve this with its WebNum service. If consumers can type in a short numeric code to reach their favorite news source or delivery service, they'll likely do so, which in turn means increased user airtime and revenue for carriers.

WebNum Services combine VeriSign's digital trust services and Internet identity expertise, offering conveniences for Internet users and branding opportunities for enterprises. WebNum services also provide revenue opportunities for telecommunications carriers and do not require any changes to existing telecommunications infrastructures. As the demand for WebNum services grows, carriers can increase their Average Revenue Per User, realize the potential for increased up-take and usage of mobile data devices and decrease churn rates.

Interested content providers may visit [www.webnum.com](http://www.webnum.com) to check the availability of potential WebNum Logo Number™ shortcuts. To inquire about registering a "shortcut" in Japan, companies should contact Atsushi Ito, mobile solution manager of J-Data, at [ito@j-data.co.jp](mailto:ito@j-data.co.jp), (Tel. +81-75-325-3343).

### About J-Data

J-Data, founded in 1996, offers Internet navigation solutions to the Japanese market. J-Data published the "Home Page Guide," a comprehensive directory of

Japanese language Web sites beginning in 1996. These sites were accessible through short numeric codes entered on J-Data's Web site or through bar code entry into Set Top Boxes provided by J-Data. Services are available for home use, from hotel rooms and via coin operated Set Top Boxes in other non-residential locations. For more information, see [www.j-data.co.jp](http://www.j-data.co.jp).

#### About VeriSign

VeriSign, Inc. (Nasdaq:VRSN) is the leading provider of digital trust services that enable everyone, everywhere to engage in commerce and communications with confidence. VeriSign's digital trust services create a trusted environment through three core offerings - Web identity, authentication and payment services- powered by a global infrastructure that manages more than 5 billion network connections and transactions a day. Additional news and information about the company is available at [www.verisign.com](http://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, VeriSign's limited operating history under its current business structure, failure of the Illuminet merger to close due to the failure to obtain regulatory or other approvals; failure of the Illuminet stockholders to approve the merger; the risk that the VeriSign and Illuminet businesses will not be integrated successfully and unanticipated costs of such integration; uncertainty of future revenue and profitability and potential fluctuations in quarterly operating results; increased competition; risks associated with the company's international business and risks related to potential security breaches. 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, especially in the company's Annual Report on Form 10-K for the year ended December 31, 2000, Registration Statement on Form S-4 filed on October 10, 2001 and Quarterly Reports on Form 10-Q for the quarters ended March 31, June 30 and September 30, 2001. VeriSign undertakes no obligation to update any of the forward-looking statements after the date of this press release.

VeriSign is a registered trademark of VeriSign, Inc. Other names may be trademarks of their respective owners.

#### VeriSign Contacts:

Media: Cheryl Regan, [cregan@verisign.com](mailto:cregan@verisign.com), +1-703/948-4472

Investor Relations: Katie Ochsner, [kochsner@verisign.com](mailto:kochsner@verisign.com), +1-650/426-3512

#### J-Data Contacts:

Atsushi Ito, [ito@j-data.co.jp](mailto:ito@j-data.co.jp), +81-75-325-3343

Kiyoshi Takata, [takata@j-data.co.jp](mailto:takata@j-data.co.jp), +81-3-3512-3620



Copyright© J-DATA Co.,Ltd. 1996-2001