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## Neustar Appoints Ad Tech Thought Leader Michael Schoen Vice President of Marketing Services

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*Patented Product Strategist to Drive Innovation for Highest Growth Business*

**Sterling, VA.** - [Neustar, Inc.](#) (NYSE: NSR), a trusted neutral provider of real-time information services and analytics, today announced the appointment of Michael Schoen as Vice President, Marketing Services. With nearly two decades of experience in the advertising industry, he will help drive the vision and design of Advertising and Marketing Services solutions, lead the development of new products and define the organization's strategy for growing market share. Mr. Schoen will report to Ted Prince, SVP, Information Services and be based out of San Francisco.

An online advertising strategy, product and technology leader, Mr. Schoen is widely recognized for his innovative approach. He was most recently Executive Vice President, Products at Mediabrands Audience Platform (MAP Global), a cross-channel audience measurement, management and buying platform. While there, he defined the roadmap for MAP, integrating teams and product strategies from Mediabrand's audience-targeted advertising solution, search product, mobile offering and social product, to create a cross-channel capability that bolstered marketing results for clients.

"Michael is the perfect addition to the team," said Mr. Prince. "His proven ability driving innovation, building highly effective cross-functional teams and driving success for brands and agencies alike will be a valuable asset to Neustar as we continue to help our clients grow their brand value."

Prior to Mediabrands, Mr. Schoen was Vice President and General Manager of Advertising Platforms at LookSmart, leading product strategy and overseeing profit and loss for its ad network and emerging SaaS platform licensing business. During the decade he was with LookSmart, he held executive-level positions of increasing responsibility in a range of product and technology capacities. He also served in executive roles at Zeal Media and before that, at Warner, Elektra, Atlantic Inc., a Time Warner Company.

Mr. Schoen has four patents pending related to internet advertising, and was issued a patent for collection and delivery of internet ads, assigned to LookSmart. He holds an MBA from UCLA's Anderson School of Business, and an AB in Computer Science from Harvard University.

“I chose Neustar because they are an emerging leader in the multibillion dollar marketing services industry - an industry for which I have tremendous passion,” said Mr. Schoen. “My plan is to create a culture that is focused on the needs of our clients and partners and to foster collaboration across the company.”

### **About Neustar**

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at [www.neustar.biz](http://www.neustar.biz).