

Neustar Demonstrates the Power of Mobile Services at CTIA

Mar 21, 2011

CTIA Wireless 2011 - Orlando, FL, March 22, 2011 - Today at CTIA Wireless 2011, Hook

Mobile and Neustar, Inc., (NYSE: NSR), a leader in providing carriers and enterprises with

solutions for sending calls, messages, and content across networks worldwide, unveiled a new

demonstration of the Neustar Intelligent Cloud service. Reflecting Neustar's commitment to

community and working collaboratively to achieve better outcomes for its customers,

employees, and partners - Neustar is demonstrating how charitable organizations can benefit

from the power of mobile to engage volunteers and donors.

CTIA Wireless 2011 attendees will have the opportunity to visit the Neustar booth (#2921) to

see a real-world demonstration of the Neustar Intelligent Cloud service. The CTIA demonstration

highlights one of the distinguishing characteristics of the Neustar Intelligent Cloud, namely the

ability to integrate multiple mobile services to create a unique mobile experience, all through a

single provider and just one agreement. In the live demo, attendees will be able to participate

in a American Red Cross demonstration through Neustar registered 2D barcodes, short

message services (SMS), multi-media message services (MMS), location-based services, privacy

controls, and mobile web content. The demonstration will enable a user to select volunteer and

then find the nearest American Red Cross chapter, make a donation on the mobile website, and

watch the Heartbreak to Hope 2011 video all through a single mobile solution.

“Following the nearly 100 years of tradition, President Barack Obama proclaimed March 2011 as

American Red Cross Month. This provides Neustar with an important opportunity to

demonstrate how we can extend the power of mobile to emergency response organizations,”

said Steve Edwards, senior vice president, Carrier Services. “The Neustar Intelligent Cloud

extends the reach of organizations with one provider, one agreement and one connection. This

demonstration showcases how through this one connection you can also give help and hope.”

This demonstration follows Neustar's Intelligent Cloud demonstration at Mobile World Congress

2011 in February, which generated substantial support for the National Geographic's Big Cat

Initiative "Cause an Uproar." The recently launched Neustar Intelligent Cloud service fosters

mobile innovation and revenue creation by uniting services from across the mobile industry

through a simplified developer interface and business model. This means more organizations

are able to create new ways to manage their relationships and interact with consumers through

one connection with Neustar.

“We are pleased to continue our partnership with Neustar as we bring awareness to the

American Red Cross,” said Terry Hsiao, CEO of Hook Mobile. “There is tremendous benefit in a

service that bridges the mobile operator and developer environments, which is why we’re

actively working with the Neustar Intelligent Cloud. This service provides us a new platform

through which we can offer enriched services that meet consumers' expectations for their

mobile life.”

Those attending this year's CTIA will be invited to either scan a barcode or send a text message

in support of the American Red Cross. Participants in the Neustar Intelligent Cloud

demonstration will be able to utilize a location-based service to determine the closest American

Red Cross chapter to volunteer or watch a short video on the American Red Cross. For every

demonstration given using this innovative approach to mobile marketing and philanthropy, a

donation will be made to the American Red Cross.

Neustar will demonstrate several applications leveraging Neustar Intelligent Cloud services in

its booth # (2921).

For more information on Neustar's Intelligent Cloud, please

visit www.neustarintelligentcloud.biz.

* Neustar will donate \$5 to the American Red Cross for each demonstration of Neustar

Intelligent Cloud during CTIA 2011 up to \$5,000. The American Red Cross name and emblem

are used with its permission, which in no way constitutes an endorsement, expressed or

implied, of any product, service, company, opinion or political position. For more information

about the Red Cross, please visit www.redcross.org.

###

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that enable trusted

communication across networks, applications, and enterprises around the world. To learn more

about Neustar, visit www.neustar.biz.

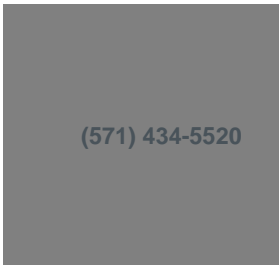
About Hook Mobile

Hook Mobile, based in Vienna Virginia, provides web based API to connect rich media to the

mobile messaging cloud. To learn more about Hook Mobile, visit www.hookmobile.com

Media Relations Contact:

Allen Goldberg



(571) 434-5520

allen.goldberg@neustar.biz