

## Neustar Leverages The Rogers Catalyst Platform To Bring More Next-Gen Mobile Services to Canada

Mar 9, 2011

**STERLING, VA, March 10, 2011** - Neustar, Inc. (NYSE: NSR), a provider of market-leading,

innovative solutions and directory services to enable trusted communication across networks,

applications, and enterprises around the world, today announced that it is working with Rogers

Communications Inc., Canada's largest provider of wireless voice and data communications

services, to enable application developers using the Neustar Intelligent Cloud service simple

access to a variety of the Rogers application programming interfaces (APIs) including SMS,

Location-Based Services and billing, through the *Rogers Catalyst* platform.

Leveraging the power of Rogers network API's, the *Rogers Catalyst* platform is a handset-

agnostic platform that enables smartphone-like functionality on a large variety of Rogers mobile

devices. The Neustar Intelligent Cloud service is GSMA OneAPI compliant, providing controlled

access to network services, data, and intelligence. This service will ultimately enable

organizations and developers to connect with the over 300 million mobile subscribers across

the United States and Canada, providing relevant and personalized mobile services -- all

through a single connection.

Using web-based and standard APIs, the Neustar Intelligent Cloud service provides the tools

necessary to create applications that harness location-based services, device features and

subscriber preferences, while enabling the subscriber to retain control of their privacy and

preferences. Additionally, these services can be offered to any subscriber or operator

participating in the Neustar Intelligent Cloud service.

“We are pleased to be leveraging *Rogers Catalyst* through the Neustar Intelligent Cloud,” said

Steve Edwards, senior vice president, Carrier Services. “North America has been leading the

evolution in next-generation mobile services. We have seen strong interest from operators,

developers, and solution providers in this region. *Rogers Catalyst* is accelerating the time-to-

market for enhanced mobile services and enabling a highly targeted customer experience.”

The Neustar Intelligent Cloud service is changing this dynamic by simplifying the business

model to create revenue opportunities for mobile operators and solution providers alike.



Developers can now innovate quickly to create a variety of mobile services that solution

providers can use to interact with their customers and employees across operator networks. At

the same time, operators are able to securely monetize their unique network intelligence.

For more information on Neustar's Intelligent Cloud, please

visit [www.neustarintelligentcloud.biz](http://www.neustarintelligentcloud.biz).

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***About Neustar, Inc.***

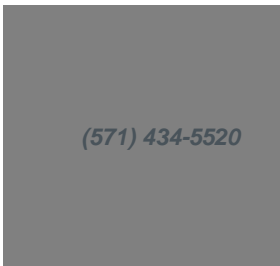
*Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that enable trusted*

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

*about Neustar, visit [www.neustar.biz](http://www.neustar.biz) .*

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