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## Neustar Promotes Rob Gatto to Senior Vice President of Sales

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***Leader in Identity, Information Services and Analytics Solutions Appoints New Leader to Meet Increasing Customer Demand***

**STERLING, VA, February 5, 2015** – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced the promotion of Rob Gatto to Senior Vice President of Sales. He previously served as Senior Vice President of Media and Advertising. The appointment reflects the company's opportunity to increase its "strong focus on identity, security and privacy," as recently recognized by Gartner.

"Rob brings a deep understanding of Neustar's product offering and proven sales success, making him an obvious choice to accelerate our growth," said Neustar CEO Lisa Hook.

Gatto will oversee all strategic sales initiatives for the company. He brings more than 25 years of experience in the technology industry, managing marketing, sales, distribution channels and new market development. Prior to joining Neustar, he served as President of media analytics firm Aggregate Knowledge, which was acquired by Neustar in October 2013. Additionally, he has held various executive positions with companies like PointRoll, ShopLocal, Hyperion Solutions and SPSS Inc.

"Neustar presents a great opportunity for companies to promote, personalize and protect their brands, and we do it better than anyone else," said Gatto. "I'm excited to take on this new role, and look forward to maximizing our sales and channel capabilities as we satisfy and grow our 14,000 customer base."

About Neustar, Inc.

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 <https://www.neustar.biz>.