

Neustar and Hook Mobile Demonstrate Enhanced Charitable Giving at Mobile World Congress 2011

Feb 13, 2011

Mobile World Congress - Barcelona, February 14, 2011 - Today at the GSMA's Mobile

World Congress, 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,

launched a working demonstration of how the Neustar Intelligent Cloud service can be used by

charities and non-profits to connect mobile subscribers to an enriched and compelling giving

experience. The demonstration engages 2011 Mobile World Congress visitors with messaging,

Neustar registered 2D barcodes, video and mobile content, and produces donations to National

Geographic's Big Cats Initiative - a comprehensive program that supports on-the-ground

conservation and education efforts to save the world's big cats.

The just-launched Neustar Intelligent Cloud service fosters innovation and revenue creation by

uniting services from across the mobile industry through a simplified business model. Now,

through a single agreement with Neustar, companies like Hook Mobile are able to create richer

and differentiated experiences for mobile subscribers on many different networks.

“As our demonstration at this year’s Mobile World Congress shows, enriched applications made

possible through Neustar’s Intelligent Cloud can dramatically enhance any mobile experience,

including, and especially, charitable giving,” said Steve Edwards, senior vice president, Carrier

Services. “We are proud to simplify matters for everyone and bring the mobile application world

together through one provider, one agreement and one connection.”

Those attending this year’s Mobile World Congress will be invited to either scan a barcode or

send a text message in support of National Geographic's Big Cats Initiative. Those participating

will be able to view a sneak preview trailer of National Geographic's "The Last Lions" feature

film (opening in theaters in New York, Los Angeles and Washington D.C. on February 18) on a

mobile device. For every demonstration given using this innovative approach to mobile

marketing and philanthropy, a donation will be made to the National Geographic Society to

support the Big Cats Initiative.

The big cats of the world need help. Lions, tigers, cheetahs, leopards, jaguars and other top

felines are quickly disappearing, all victims of habitat loss and degradation as well as conflict

with humans. To address this critical situation, the National Geographic Society, along with

Explorers-in-Residence Dereck and Beverly Joubert, launched the Big Cats Initiative, a

comprehensive program that supports on-the-ground conservation projects, education and

economic incentive efforts and a global public-awareness campaign. The Big Cats Initiative aims

to halt lion population declines by the year 2015 and to restore populations to sustainable

levels. For more information on the Big Cats Initiative, visit causeanuproar.org.

“We are excited to partner with Neustar on this mobile giving experience,” said Terry Hsiao,

CEO of Hook Mobile. “Our goal is to provide technology that simplifies the process of going

mobile. With the Neustar Intelligent Cloud, we are able to easily create mobile services that can

be integrated with our Messaging API to seamlessly deliver user experiences across operators

through just one interface.”

Neustar will demonstrate several applications leveraging Neustar Intelligent Cloud services in

its stand in Hall # 7 (#7CZ2).

For more information on Neustar's Intelligent Cloud, please

visit 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.

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.

Mobile Giving Experience:

Attendees at the GSMA's Mobile World Congress held in Barcelona, Spain from February 14th -

18th, 2011, will be invited to view a demonstration of the Neustar Intelligent Cloud service. At

the end of the demonstration, attendees will be able to scan a 2D barcode or send a text

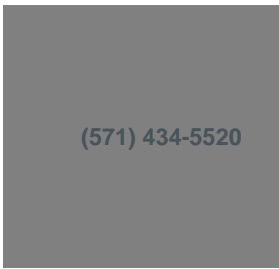
message to National Geographic. Neustar will make a donation of \$5.00 USD for each

demonstration completed and consumers will be notified by text message. No purchase is

required to participate.

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