

Neustar Unveils Its Intelligent Cloud Service

Feb 9, 2011

STERLING, Va., Feb. 10, 2011 /PRNewswire via COMTEX/ --

Neustar, Inc., (NYSE: NSR), a provider of market-leading, innovative solutions and directory

services to enable trusted communication across networks, today unveiled the Neustar

Intelligent Cloud service that will provide a single, secure, and simplified connection point

between content providers, application developers, solution providers, and mobile operators.

This new service will streamline the communications, network features, and billing across

operators. As a hosted service, the Neustar Intelligent Cloud will allow scale and reduce the

complexity of delivering the right message at the right time, every time. Already a trusted

service enabler to the communications industry, Neustar will collaborate with operators to

provide a "Web 2.0-like" solution that will enable operators to securely publish standard

application programming interfaces (APIs) and other information to the mobile cloud.

"In the spirit of innovation and solving the real-world challenges for our customers, we are

bringing the Neustar Intelligent Cloud to market, which will change the mobile service creation

paradigm. It will no longer be necessary to structure multiple agreements or develop services in

disparate network environments," said Steve Edwards, senior vice president, Carrier Services,

for Neustar. "The mobile marketplace is changing rapidly and Neustar is helping operators,

content providers, developers, and enterprises capitalize on these strategic opportunities - with

one connection, one agreement and one provider."

The Neustar Intelligent Cloud is a OneAPI compliant service that will include the following

functionalities:

- **Discovery and Mobile Intelligence Services** - Allows for the integration of location,

presence and other network intelligence information for enriched, personalized mobile

services.

- **Cross-Operator Services** - Enables the delivery of SMS and MMS messaging, flexible

billing and payment options, along with a virtually fenced-off geographic location and

other network-based services across disparate operator networks.

- **Privacy Management** - Provides critical management of customer opt-in, location

privacy notice and other necessary tools to ensure regulatory compliance.

- **Neustar Value-Added Services** - Integration with other Neustar services, including

digital advertising, short-code campaign management, and others."

With billions of mobile subscribers and connected devices, the mobile ecosystem is growing

rapidly and has reached the scale where it is no longer possible to create operator specific

services," said Elisabeth Rainge, Director, IDC. "The Neustar Intelligent Cloud is an efficient and

sophisticated approach to an industry challenge that has been constraining innovation and

revenue models. Neustar's experience in meeting the real world demands of large, complicated

technology networks promises to bring real value to its customers." For more information on

Neustar's Intelligent Cloud, please visit www.neustarintelligentcloud.biz.

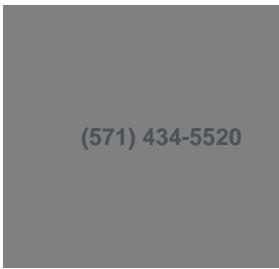
About Neustar, Inc. Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that

enable trusted communication across networks, applications, and enterprises around the world.

To learn more about Neustar, visit www.neustar.biz.

Media Relations Contact:

Allen Goldberg



(571) 434-5520

allen.goldberg@neustar.biz

SOURCE Neustar