
Neustar Launches Social Media Digital Citizenship Program for Kentucky Schools

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Sterling, VA – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries, today announced a major new initiative to bring social media digital literacy education to students across the state of Kentucky through a program called “*My Digital Life*.” Neustar will partner with EverFi, Inc., a leading education technology company, to provide this innovative, online student experience to all Kentucky schools interested in teaching and certifying their students in digital literacy skills and responsibility. Most importantly, Neustar’s partnership is making the cutting-edge program available free of cost to the schools and state.

The *My Digital Life* launch event, held at Newburg Middle School in Louisville, included remarks by U.S. Representative John Yarmuth, Jefferson County Public Schools Superintendent Donna Hargens, Neustar President and Chief Executive Officer Lisa Hook, and EverFi Chief Executive Officer Tom Davidson.

“At Neustar we are passionate about STEM education – Science, Technology, Engineering and Math - and what it means for our country’s future,” said Lisa Hook, president and CEO, Neustar. “*My Digital Life* is our commitment to the communities where our employees live and work. It ensures that our future leaders – our kids - are tech savvy, responsible citizens who understand how to use technology to build their careers.”

“Today, literacy isn’t just about reading – it’s about using the Internet in a productive and safe way,” said Congressman John Yarmuth, KY-3. “Education is the single most important investment we can make in our nation’s future. Through public-private partnerships like this, we will help ensure that America has the workforce to remain a global innovation leader.”

“The average teen today sends over 3,000 text messages a month,” said Tom Davidson, EverFi Chief Executive Officer. “They are digital natives. We are committed to ensuring they understand this technology, and use it safely and responsibly. Through this innovative partnership with Neustar, we look forward to working with teachers and students across Kentucky.”

"Our teachers and administrators work tirelessly to educate students about being responsible and skillful users of technology," said Superintendent Donna Hargens. "This partnership is another tool that will provide students a deeper understanding of how to take advantage of these digital advances to further academic attainment and how to protect themselves and their identity online."

"As a math, science, and technology magnet school, Newburg Middle understands the critical importance of inspiring today's youth to use technology to learn, advance their careers, and become contributing members of our global community," said Principal Dianna Hicks. "We are very excited to begin using the *My Digital Life* program this semester."

Developed by EverFi, the *My Digital Life* Program is an interactive, new-media learning platform that combines the power of cutting-edge instructional design, rich media, gaming and simulations to educate teens and empower them to leverage technology safely and effectively. The 3.5-hour curriculum is designed for students in 8th – 9th grade and aligns with National Educational Technology Standards (NETS) established by the International Society for Technology in Education (ISTE), as well as emerging state standards on Internet Safety and Cyberbullying. The program covers a wide range of topics including privacy, security, cyberbullying, digital relationships, and digital addiction. The curriculum also focuses on building specific digital skills, such as creating a blog, maintaining a responsible social networking profile, and evaluating online research sources for legitimacy. The learning platform tracks both knowledge gain as well as students' attitudes and behaviors on these important issues.

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries throughout the world. Neustar applies its advanced, secure technologies in routing, addressing and authentication to its customers' data to help them identify new revenue opportunities, network efficiencies, cyber security and fraud protection measures. More information is available at www.neustar.biz.

About EverFi, Inc.

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse and Sexual Assault Awareness. The company is powering a national movement in 50 states that enables adults and students to learn using the latest technology, including adaptive pathing, rich

media, high-definition video, simulations, and avatars. EverFi has nine published studies documenting the efficacy of several of our education technology platforms. The company teams with major corporations and foundations to provide the programs at no cost to schools. Learn more at www.everfi.com.

Want to Bring the *My Digital Life* Program to your Kentucky School?

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