

Neustar Works with North American Operators to Enable Mobile Location-Based Services and Privacy Protections

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Intelligent Cloud Combines Network-based Location and Privacy Choices

to Deliver a Simple and Secure Way to Enrich Mobile Services

STERLING, VA - Neustar, Inc., (NYSE: NSR) today announced the Intelligent Cloud Location

Service, a new feature enabling mobile solution providers to enrich their mobile services with

location-based information. Additionally, the new service includes integrated privacy protection

tools, enabling mobile developers to adhere to industry best practices as well as wireless

operators' requirements to protect consumer privacy.

The Location Service is the latest development in the Neustar Intelligent Cloud, a hosted service

that provides tools to create opt-in mobile services that work across leading operators and

partners in the United States and Canada. The Intelligent Cloud Location Service addresses the

time consuming and complex challenges associated with managing privacy consent and

network-based location across different mobile operators. Through one connection with

Neustar, mobile services can be created with a broad set of capabilities.

“Consumers are coming to expect their mobile services to be personalized and businesses see

real value in delivering personalized content that considers the location of the mobile user. The

Intelligent Cloud enables the delivery of the right information, at the right time and right place,”

said Steve Edwards, senior vice president, Carrier Services, Neustar. “Neustar is committed to

empowering the delivery of enriched services that meet consumers' expectations. Location is a

primary driver of context in mobile services and we are pleased to offer a simplified and secure

approach to this growing market.”

Integral to the delivery of mobile location-based services is the protection of consumers'

privacy. The Neustar Intelligent Cloud Location Service was designed to enable mobile solution

providers to meet privacy practice guidelines across mobile operators in the U.S. and Canada,

industry best practices, and governing laws.

As a neutral and trusted provider to the industry, Neustar works with mobile solution providers

to keep them informed on the latest industry guidelines on consumer privacy and the use of

mobile location. Additionally, mobile operators rely on Neustar to validate that the subscriber

has given consent for the mobile service to use the subscriber's location. These privacy tools

allow application developers that work with Neustar to rapidly bring their solutions to market

and safeguard the mobile users' experience.

“ The explosion in the number of connected devices over the past few years creates a huge

opportunity to deliver a variety of location-based services. Consumers want contextually

relevant services, but they also want to be sure their privacy is protected. Solutions like

Neustar's Intelligent Cloud, which support innovative collaboration, cross-carrier

interoperability, and protect consumer privacy, are essential for broad adoption of contextually

relevant mobile services. These factors are critical for developers to incorporate in their

applications and services to help communication service providers differentiate themselves in

the market and be successful,” said Deb Osswald, Research Vice President of the NGN

Operations program with IDC.