

## Neustar Launches Digital Literacy and Responsibility Program for Virginia Schools

Jan 19, 2012

*Sterling, VA – January 19, 2012* – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-

time information and analysis to the Internet, telecommunications, entertainment, advertising

and marketing industries, today announced a major new initiative to bring an online, in-school

digital literacy and responsibility program, called *My Digital Life*, to students across the

Commonwealth of Virginia. Neustar is working with EverFi, Inc., a leading education technology

company, to provide this innovative experience to all Virginia schools interested in teaching

and certifying their students in digital literacy and responsibility skills. Most importantly,

Neustar's sponsorship allows the cutting-edge program to be made available free of cost to

every school in the state.

The *My Digital Life* launch event, held in Richmond at the Virginia Capitol Building, included

remarks by Governor Robert McDonnell, Senator Mark Warner, Virginia Secretary of Education

Laura Fornash, and Henrico County Superintendent Patrick Russo, Neustar President and CEO

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 - will be tech savvy, responsible citizens who

understand how to use technology to build their careers.”

“Technology and the individualized tools it provides can fundamentally and positively change

education,” said Governor Bob McDonnell. “This partnership with Neustar has the potential to

give Virginia students a better understanding of how that technology works and the risks and

rewards it can bring to our lives.”

*“My Digital Life* takes students through a variety of different situations and provides tools to teach them how to evaluate the risks of posting their personal information online, how to respond to cyberbullying, and the obvious dangers of texting and driving,” Senator Mark Warner said. “Our kids are living their lives on-line, and this is a great new partnership to try to make



sure that young people learn how to use the Internet and social media tools in a safer, more

positive and responsible way.”

“Technology is a part of our students’ lives - the Internet, text messages, streaming music,

opinion blogs, finding jobs online, and social networking,” said Secretary of Education Laura

Fornash. “We have an obligation to ensure each of our students not only uses the technology,

but leverages it responsibly. The partnership with Neustar and EverFi is an example of how we

can begin to ensure every student across the Commonwealth has access to this important

content.”

“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

Virginia.

Developed by EverFi, the *My Digital Life* is an interactive, new-media learning platform that

combines the power of cutting-edge instructional design, rich media, and gaming to educate

teens and empower them to leverage technology safely and effectively. The 3.5-hour

curriculum is designed for students in 8<sup>th</sup> – 9<sup>th</sup> 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. The program covers a wide range of

topics including privacy, security, cyberbullying, and digital relationships. The curriculum also

focuses on building specific digital skills, such as creating a blog, maintaining a responsible

social network, and evaluating online research sources. The learning platform tracks

knowledge gain as well as students' attitudes and behaviors on these important issues.

Additionally, Neustar launched the My Digital Life program in Kentucky on January 9<sup>th</sup> .

## About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time 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, cybersecurity and fraud protection measures. More information is available

atwww.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 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

learning platforms. The company teams with major corporations and foundations to provide the

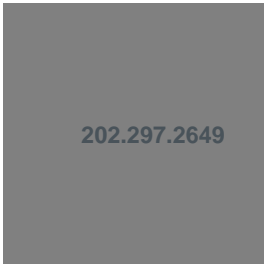
programs at no cost to schools. Learn more at [www.everfi.com](http://www.everfi.com).

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

Tammy Wincup

EverFi, Inc. – Executive Vice President

tammy@everfi.com



202.297.2649

Katie Hughes

EverFi, Inc. – Virginia Schools Manager

Katie@everfi.com



847-826-7620

**Media Contact :**

Susan Wade

Neustar

571.434.5307

Susan.Wade@neustar.biz

B-roll available, please contact [Susan.Wade@neustar.biz](mailto:Susan.Wade@neustar.biz)