Neustar Data Boosts Company's Name and Number Match Rate by 50 Percent

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Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced that PrivacyStar, a call management solution, has bolstered its name-and-number match rates by 50 percent as a result of using Neustar's caller name services (CNAM).

PrivacyStar uses reverse-phone number lookup or CNAM so consumers can see who's calling and whether that number has a history of scams, harassment, or other abuses. Before utilizing Neustar's authoritative service, PrivacyStar had challenges around data, and specifically, assigning an owner and other information to a phone number, according to Jeff Stalnaker, PrivacyStar's Co-Founder.

"Our real-time data allows us to provide accurate and comprehensive caller ID services so consumers feel confident knowing who is on the other end of the call," said Joe McNulty, vice president of product management services at Neustar. "This sort of data allows PrivacyStar to fulfill its mission and add value to those who depend on its services."

As the largest independent provider of CNAM services, Neustar offers access to a robust CNAM database that answers more than 178 million caller name queries on a daily basis, and more than 48 billion annually.

"About 24 months ago, we were seeing a relatively low match rate between phone numbers and owners' names," said Stalnaker. "Through Neustar, we've increased that match rate by 50 percent, and just in the last 12 months," Stalnaker added.

As society becomes increasingly transient and continues to cut the cord on landline services, Neustar's CNAM services will play an integral part in matching a caller's name with their number. "It's imperative that we have the best and most accurate data- in real time, all the time. And Neustar provides that," added Stalnaker.

About Neustar, Inc.: Neustar, Inc. (NYSE: NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one

customer interaction at a time. More information is available at https://www.neustar.biz.