

## TELUS Joins the Neustar Intelligent Cloud

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**Mobile World Congress - Barcelona** - From Mobile World Congress 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

TELUS (TSX: T, T.A; NYSE: TU), a leading national telecommunications company in Canada, has

joined the Neustar Intelligent Cloud. The partnership will assist mobile solution providers in

creating mobile services that work with TELUS and across other major operators in North

America.

“TELUS delivers a leading portfolio of network APIs – from Mobile Payment to Messaging

applications – to mobile solution providers. By utilizing the Neustar Intelligent Cloud, these

providers will be able to create even more innovative, rich mobile experiences for our

customers,” said Brent Allison, vice-president, TELUS Partner Solutions. “We are continuing to

expand the capabilities of our wireless network and plan to expand our new 4G LTE coverage

areas to reach more than 25 million Canadians by the end of 2012. The Neustar Intelligent

Cloud allows mobile solution providers to further harness these capabilities, integrating mobile

intelligence, location, and messaging through one simple process.”

With the Neustar Intelligent Cloud, mobile application developers will be able to offer TELUS

customers a broader range of integrated mobile services. Additionally, TELUS is able to explore

new revenue opportunities generated by extending their capabilities to the growing roster of

mobile solution providers Neustar serves. The Neustar Intelligent Cloud service makes it easy to

create and deliver opt-in mobile services that are contextually relevant to the subscriber.

Further, the Neustar Intelligent Service was built on the foundation of trust and neutrality, which

gives both operators and mobile solution providers confidence in the safeguarding of the mobile

user's experience.

“TELUS joining the Neustar Intelligent Cloud underscores an important industry dynamic. Mobile

subscribers want real-time and relevant information on the go. Mobile solution providers need

the ability to create a service once and deliver it across operators,” said Steve Edwards, senior

vice-president, Carrier Services at Neustar. “TELUS is continuing to invest in their wireless



network to deliver the best possible experience to their customers. We are pleased that Neustar

is able to help that initiative by enabling a wide range of mobile services to their customers.”

The Neustar Intelligent Cloud enables the creation of highly effective mobile applications

through simple web-based REST (representational state transfer) APIs (application programming

interfaces). Mobile solution providers can bring together mobile device location, mobile

messaging and mobile intelligence in one service and deliver it across leading operators in the

United States and Canada.

For more information on Neustar's Intelligent Cloud, please

visit <http://www.neustarintelligentcloud.biz/>

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***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, cyber security and fraud protection measures. More information is*

*available at [www.neustar.biz](http://www.neustar.biz).*

***About TELUS***

*TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada,*

*with \$10.4 billion of annual revenue and 12.7 million customer connections including 7.3 million*

*wireless subscribers, 3.6 million wireline network access lines and 1.3 million Internet*



*subscribers and more than 500,000 TELUS TV customers. Led since 2000 by President and CEO,*

*Darren Entwistle, TELUS provides a wide range of communications products and services*

*including wireless, data, Internet protocol (IP), voice, television, entertainment and video. For*

*more information about TELUS, please visit [telus.com](http://telus.com).*