

## Neustar Appoints Julian Lighton as Senior Vice President of Strategy and Corporate Development

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Sterling, VA – Neustar, Inc. (NYSE: NSR) announced today that Julian Lighton has joined the

company as Senior Vice President of Strategy and Corporate Development. Mr. Lighton's

responsibilities include corporate strategy and mergers and acquisitions, emphasizing both

organic growth initiatives and acquisitions. He will report directly to Neustar's President and

CEO, Lisa Hook. He will be based out of Neustar's Mountain View, CA office.

“I am pleased to welcome Julian to Neustar given his track record of identifying and executing

on high growth opportunities,” said Ms. Hook. “Julian’s experience as a strategist and a general

manager in successfully founding and scaling new businesses, entering emerging markets and

building new business models for business intelligence and analytics makes him the ideal

choice to lead Neustar's growth strategy."

Mr. Lighton has more than 20 years of experience in leading the creation and execution of

highly successful corporate, business unit and new market strategies that produce strong top-

and bottom-line impact for Fortune 1000 businesses. He comes to Neustar from Cisco, Inc.,

where he served as Vice President for Strategy, Planning and Market Development in their

World Wide Enterprise Business. In that role, Mr. Lighton was responsible for Cisco's global go-

to-market strategy, business planning, governance and metrics, business intelligence and

market development for more than two-thirds of the company's business.

"I am very excited to join Neustar. Companies, like Neustar, that manage information,

performance or technology standards and organize their value chain participation to take

advantage of them, always outperform their peers in terms of profitability, growth and value

creation. I look forward to helping Lisa and the team continue to grow rapidly, leveraging this

model, into a world leading business analytics and information service provider,” said Mr.

Lighton.

Additionally, Mr. Lighton served as Vice President of Strategy, Operations and Business

Development for Cisco's Emerging Markets, which included 136 countries covering Latin

America, the Middle East and Africa and Russia and Central and Eastern Europe. He



successfully guided this multi-cultural, global business to grow at over 30% annually for 5 years

to become a highly profitable, five billion dollar a year business. Prior to Cisco, Mr. Lighton held

senior level positions with Hitachi Americas Limited, McKinsey & Co. and Cambridge Technology

Partners.

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