

## Neustar Appoints Mark Greene to Its Board of Directors

Apr 9, 2012

Sterling, VA – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information and

analysis to the Internet, telecommunications, entertainment, and marketing industries, today

announced the appointment of Mark N. Greene to its Board of Directors, effective as of April 5,

2012.

Dr. Greene is the chair of the Fair Isaac Corporation (FICO) Advisory Council. He recently

stepped down as Chief Executive Officer of FICO after serving five successful years during which

he positioned the predictive analytics company as a market leader in credit scores, fraud

detections and business rules management. As CEO, Dr. Greene rebranded the company under

the “FICO” logo and revitalized the firm’s value proposition. He refocused the 2000-employee

company on behavioral analytics for banks, insurers, retailers and healthcare providers, and

established a preeminent thought leadership position in each industry. Dr. Greene also

launched expansions in China, Brazil and Russia, achieving over 10 percent growth in these

markets while concurrently reducing operating expenses by 30 percent and yielding a 60

percent increase in stock price in 2011.

“We are very pleased to name Mark to Neustar’s Board of Directors. Mark’s significant

experience with, and deep understanding of, data analytics make him an ideal addition to the

Board, particularly as the company looks to grow its customer base in the industries we serve.

His skill set and business experiences complement the current Board's expertise and will serve

our stockholders well," said Neustar's Chairman of the Board, James G. Cullen.

“I am pleased to welcome Mark to Neustar’s Board of Directors. His experience and insight will

be invaluable to us as we focus more intensely on providing information and analytics services

to the Internet, telecommunications, entertainment and marketing services sectors,” said

Neustar’s President and CEO, Lisa Hook.

Prior to joining FICO, Dr. Greene spent more than 10 years with International Business Machines

Corporation (IBM) where he was responsible for IBM's overall direct strategic planning for the

financial services sector, including financial markets and insurance, and for producing a



comprehensive global plan tailored to the unique needs of the Asian, European and Americas

markets.

Prior to joining IBM, Dr. Greene held senior positions at Technology Solutions Company,

Berkeley Investment Technologies, Citicorp and the Federal Reserve Board.

Dr. Greene received his BA in economics, *magna cum laude* , from Amherst then went on to

earn his M.A. and Ph.D. in economics from the University of Michigan.

## 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 and

network efficiencies, and institute cybersecurity and fraud protection measures. More

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